

**A REPUTED  
COMPANY**

## **Assistant Manager - Trade Marketing**

- **Vacancy for:** 1
- **Posted on:** Aug. 30, 2018
- **Deadline:** Sept. 8, 2018, 5 p.m.

### **Basic Job Information**

Job Category : Marketing / Advertising / Customer Service  
Job Level : Senior Level  
Employment Type : Full Time  
Job Location : Kathmandu, Central Development Region, Nepal  
Offered Salary : Negotiable

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### **Job Specification**

Education Level : Under Graduate (Bachelor)  
Experience Required : Not Required  
Professional Skill Required : Ms Packages, Marketing, Negotiation

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### **Job Description**

- Responsible for Design of trade promotions of products and circulate it to the sales team
  - Monitor competition's trade promotion strategy & trade offers
  - Responsible for design & implementation of trade loyalty programs
  - Program Design & setting target of loyalty program, evaluating performance/achievement and provide feedback to the sales team
  - Forming provisioning of trade marketing/sales capability building expenses and review it with the budget
  - Understanding of trade and influences on universe
  - Identification from data region wise for new opportunities & device a strategy
  - Review & analyze effectiveness of trade marketing supports and pass on feedback to the respective team
  - Ensuring alignment across the sales and marketing teams to ensure effective execution of brand strategy & business plan
  - Initiating Business Development Plan
  - Planning of promotion activities
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### **Applying Procedure**

Apply Link : <https://merojob.com/assistant-manager-trade-marketing/>

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