

Trade Marketing Coordinator

Your tasks

Purpose: Execute and optimize Trade Marketing strategies in the different channels, ensuring effective execution at the point of sale, the correct positioning of the brand and the fulfillment of commercial objectives. The ideal profile is someone who is autonomous, organized, with a strategic vision and orientation to results.

Main Responsibilities:

- Support the organization of B2B events and trainings for business partners.
- Compliance with the Business Ethics processes that correspond to the Marketing area: events, hospitality, gifts, etc.
- Manage loyalty programs and incentives for B2B or B2C channels.
- Design promotional campaigns based on sell-out analysis and commercial objectives
- Develop and follow up on personalized marketing plans for key accounts.
- Support in the execution of plans derived from the commercial forecast and promotion calendar
- Generate strategies to increase sell-in in the different assigned channels.
- Generation of KPIs for correct analysis of the results of the campaigns carried out on your channel/channels.
- Administration and implementation of merchandising and POP materials assigned to its channels, following corporate guidelines, control of inputs and outputs, control of evidence. Creation of purchase orders, follow up approval and application to the corresponding communication budget.
- Budget management.



Job ID
REF81836V

Field of work
Marketing and Sales

Location
Ciudad de México

Leadership level
Leading Self

Job flexibility
Hybrid Job

Contact
AZAEI TERRONES

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

Your profile

- Bachelor's Degree in the following fields: Marketing, Communication, Business and Administration, or related.
- English level: Advanced
- Experience: 3-5 years of experience, ideally in industries of consumer products, retail or automotive.
- High organization skills, ability to execute seamlessly, and ability to follow-up many projects at once.
- Proactivity, initiative to propose improvements in point of sale and autonomy to execute them.
- Analytical skills to read sales data, results and performance of promotions in the different sales channels.
- Excellent communications and teamwork skills (forge relationships with sales, marketing teams, external agencies and vendors).

- Experience in tools like Figma/Visio, PowerPoint, Excel (advanced) and platforms for sell-out data analysis.
- Valued: knowledge in Salesforce and/or PowerBI
- Basic knowledge of digital channels.

Our offer

Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

#LI-AT1At

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2023, Continental generated preliminary sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental delivers top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2023, the Tires group sector generated sales of 14 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 20 production and 16 development sites.