

# Trade Marketing & BTL Analyst

## Ihre Aufgaben

- Assist in the design, implementation, and follow-up of trade marketing campaigns and promotions across sales channels (modern trade, traditional trade, B2B, e-commerce, etc.).
- Coordinate with sales teams to tailor activities per channel to ensure relevancy and effectiveness.
- Analyze sell-in and sell-out data to identify trends, gaps, and opportunities.
- Monitor competitor activities and promotional tactics to inform strategy.
- Support the development and distribution of POS materials and visual merchandising elements.
- Track and report the effectiveness of in-store activations and display execution.
- Track the trade marketing budget for Ecuador ensuring responsible, strategic use of funds.
- Evaluate the return on investment (ROI) of trade activities and recommend data-backed adjustments to improve efficiency and impact.
- Work closely with marketing, sales, product, and supply chain teams to ensure alignment and timely execution of trade initiatives.
- Manage promotional merchandise and stored products to ensure optimal use, availability, and rotation across campaigns.
- Collaborate with logistics, suppliers, and agencies to track inventory levels, avoid obsolescence, and optimize storage costs.
- Ensure alignment between product availability and trade campaign requirements to support budget efficiency and execution excellence.



Job ID  
**REF84722Y**

Standort  
**Quito**

Leadership Level  
**Leading Self**

Job Flexibilität  
**Hybrid Job**

Rechtliche Einheit  
**Continental Tire Andina S.A.**

## Ihr Profil

- Bachelor's degree in Marketing, Business Administration, International Business, or related fields.
- Minimum two years of experience in trade marketing, sales analysis, or related functions.
- Experience managing trade marketing projects and operational processes, including campaign execution, merchandising deployment, and inventory rotation.
- Demonstrated leadership working with external stakeholders, such as promotional material suppliers, creative agencies, distributors, and third-party logistics providers.
- Fluent in English (mandatory).
- Experience with ERP/CRM systems (Salesforce) is a plus.
- Advanced Excel skills (pivot tables, lookups, dashboards).

## Unser Angebot

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

## **Über uns**

A Continental desenvolve tecnologias e serviços pioneiros para a mobilidade sustentável e conectada de pessoas e seus bens. Fundada em 1871, a empresa de tecnologia oferece soluções seguras, eficientes, inteligentes e acessíveis para veículos, máquinas, tráfego e transporte. Em 2022, a Continental gerou vendas de 39,4 bilhões de euros e emprega atualmente cerca de 200 mil pessoas em 57 países e mercados.