

Trade Marketing Manager Andina

Responsabilități

- Manage the creation and production of POS materials for institutional, promo and product exhibitions.
- Manage the implementation of new POS identification, projects for new stores, trade-brand guidelines execution aligned with brand strategy.
- Merchandising administration (production, distribution, etc.).
- Manage the development and implementation of trade and promotional campaigns for PLT tires including special dates calendar.
- Manage all type of institutional events (brands, dealers, sales, product launches, sponsorship, etc): planning, implementation and evaluation.
- Tool box manuals developments to guide events procedures and participation such as: Plant visits, pit stops and other special events.
- Responsible for managing all loyalty programs (PLT and TT) related to channel developments and sell out in South America.
- Budget administration. Manage the PLT and TT annual trade marketing budget. Control the expenses aligned with the financial area.

Cerințe

- Education: Graduate or postgraduate in administration, communication, engineering or marketing.
- Professional experience: More than 5 years experience in communication/marketing activities with a leadership role.
- Additional requirements:
 1. Experience in negotiation with suppliers and coordination of advertising agencies.
 2. Experience working with international and multifunctional teams.
 3. Great knowledge in communication and marketing campaigns.
 4. Advanced level of English.
 5. Desirable level of Portuguese.

Oferta noastră

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Despre noi

Continental, a German multinational that offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. In



Job ID
REF89195X

Domeniul de activitate
Quito

Nivelul de Leadership
Leading People

Flexibilitatea programului de lucru
Hybrid Job

Persoană juridică
Continental Tire Andina S.A.

2020, it generated sales of €37.7 billion and currently employs around 235,000 people in 58 countries and markets. In 2021, the company celebrates its 150th anniversary.