

Trade Marketing Manager South America

Vos activités

Manage trade activities, promotions and events related to the brand/company and clients/customers by guiding the team and external suppliers for South American markets. Support internal demands providing Continental's stakeholders value and satisfaction.

Channels & Trade image

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.)

Promotion

Manage the development and implementation of trade and promotional campaigns for PLT tires including special dates calendar.

Events

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.

Loyalty Programs

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.

Votre profil

Graduate or postgraduate in administration, communication, engineering or marketing. More than 5 years' experience in communication/marketing activities within leadership.

Experience in negotiation with suppliers and coordination of advertising agencies. Experience in all kinds of communication activities (sell in, sell out promotions, Institutional campaigns, Media Campaigns, Events, Trade), online and offline



Référence
REF99648H

Site
Quito

Niveau de leadership
Leading People

Flexibilité du poste
Hybrid Job

Temps de travail
À plein temps

Unité légale
Continental Tire Andina S.A.

integrated communication, New medias.

Budget management skills required (accountability, process oriented), project management.

Previous 5 years of experience leading teams.

Experience working with international and multifunctional teams.

Fluent level of English is mandatory; Knowledge of Portuguese will be considered an asset.

Negotiating with suppliers.

Good organization for planning and execution

Knowledge in project planning (excel lists, follow-up of milestones, complex overviews, budget follow-up)

Great knowledge in communication and marketing campaigns

Knowledge in promotions, trade marketing, events and budget control

Notre offre

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

A propos de nous

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