

TRADE MARKETING SPECIALIST

(Work base: ZAMBOANGA)

Purpose of the Position:

- Assisting and coordinating with the Sales Team in the proper planning, organizing, and executing of marketing strategies to strengthen the company's brand within the approved negotiated budget.
- Assisting the Sales Team – General Trade and/or distributors with the agreed marketing strategy including product placements, marketing materials, and brand awareness.
- Ensures Trade Marketing Resources/ Collaterals are properly implemented and secured in the most effective and efficient manner possible.

Qualifications:

- Graduate of any 4 – year business-related course or equivalent.
- Excellent communication skills both in oral and written.
- Able to negotiate, organize and delegate and can work under pressure
- Willing to work irregular hours, weekends, and public holidays (90-95% field work)
- Enjoys working with other people.