

Senior Trade Marketing Manager

Brand: Matthew Clark and Bibendum

Job Family: Commercial

Report To: Head of Trade Marketing

Sub Family: Trade Marketing

Purpose

The role requires in-depth understanding of the MCW and BWL customer base, GB On Trade market and suppliers objectives.

Work cross functionally with Marketing, Procurement, Sales, commercial analysis, insight and suppliers to deliver the optimal trade marketing plan for MCW and BWL aligned to the central marketing and procurement strategies.

With a commercial focus on sales fundamentals drive the optimal range, distribution, price and promotion to maximise return on investment for customers, MCW, BWL and suppliers. Provide sales with well-designed fundamental enhancement plans.

Build close working, proactive relationships with senior stakeholders in top suppliers cross category to maximise investment into the MCW and BWL business through increased engagement across all available MC and Bibendum marketing platforms.

Core Accountabilities

Maximising supplier collateral for the benefit of MC and Bibendum Sales force and customer base

- Work hand in hand with Procurement, marketing and commercial analysis to deliver the optimal trade marketing plan to optimise performance
- Translate annual marketing and sales plans into tangible assets for use by customers, sales and suppliers alike
- Manage senior stakeholders across suppliers
- Regular and effective communication with sales teams to support implementation of activities
- Be trade marketing manager escalation point for sales requests

The on-going development of commercial relationships with key suppliers

- Lead management of a full promotional calendar
- Regular annual negotiations with suppliers to drive incremental support
- Regular review meetings, analysing activity performance and driving improvements
- Exceeding delivery of budgeted supplier income
- Lead annual negotiation to ensure active participation by suppliers in centrally agreed events

Generation of best in class marketing activity and category tools

- Work cross functionally to initiate and implement performance driving tools i.e.: training material, sales toolkit content, ranging recommendations
- Work to the national marketing plan supporting sales with regional nuances where pre agreed
- Deliver activity plans that will grow category sales and profit.
- Work cross functionally with Brand Marketing, Direct Marketing and Digital & ecommerce to deliver best in class alignment.

Range Reviews

- Lead category range reviews with cross functional teams to deliver business objectives

Project Delivery

- Full involvement in ad hoc projects in line with business requirements
- Management of Cross category campaigns i.e.: Christmas /Halloween.

People Management

- Manage and develop your team according to business requirements
- Conducting 1 to 1's and allocating workloads to team
- Sustain highly motivated and coordinated team providing clarity of objectives and drive performance

Key Relationships

Internal

- Regional Marketing teams
- Contact Centre / TAMs
- Main salesforce contact
- Brand Marketing, Direct Marketing and Digital & eCommerce
- Wholesale Marketing Support
- Commercial Support
- Logistics/Depots
- Finance
- Design Studio
- Bibendum
- Catalyst
- Elastic

External:

- Suppliers
- Customers
- C&C departments when appropriate

Experience, Skills and Knowledge

- A sound knowledge and keen interest in drinks industry and the On-Trade
- Highly effective communicator & ability to maintain senior relationships
- Commercial awareness and understanding
- Results-orientated, analytical & committed to delivering agreed sales plans
- Range development
- Numerical capability and confidence
- Ability to work calmly under pressure in a fast-moving environment, being able to prioritise and multi-task to ensure tight deadlines are met
- Project management skills
- Ability to present and influence from salesforce up to board level
- Previous experience with in marketing, brand building, procurement or sales
- Good levels of negotiation skills
- Line management experience – leading and motivating teams
- Strong people development and training
- Operating by and promoting the Matthew Clark values
- Self-motivated
- Passionate about brands and sales
- Desire to deliver excellent customer service
- Innovative
- Strong team player
- High levels of self awareness
- Experience managing suppliers is preferable
- Experience of drinks industry
- Sales experience

Qualifications & Education

Degree or similar with relevant experience

Our Values

Passion

We tackle challenges and opportunities with passion and enthusiasm. Across the business we have fun whilst we do it.

Agility

We are always flexible to the needs of the business. Our people generate innovative ways of working. In return our leadership embrace new ideas and opportunities.

Team Work

We work as one team to achieve a common goal to grow our business through retaining and developing our customers business.

Customer Focus and Excellence

We make a difference by going the extra mile for our customers and each other.