

Romania Jobs Expertini®

Trade Marketing

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Company: EssilorLuxottica

Location: Bucharest

Category: other-general

WHO WE ARE:

We are EssilorLuxottica, a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technologies and the other in the craftsmanship of iconic eyewear, to create a vertically integrated business that is uniquely positioned to address the world's evolving vision needs and the global demand of a growing eyewear industry.

With over 180,000 dedicated employees in 150 countries driving our iconic brands, our people are creative, entrepreneurial and celebrated for their unique perspectives and individuality. Committed to vision, we enable people to "see more and be more" thanks to our innovative designs and lens technologies, exceptional quality and cutting-edge processing methods. Every day we impact the lives of millions by changing the way people see the world

JOB SCOPE:

As Trade Marketing Specialist you are responsible for the field marketing, advertisement and PR for Rhein Vision products. You are working very closely with the sales department and you are preparing and conducting the marketing activities in close cooperation with the marketing team of Romania, CEE and headquarters.

Rhein Vision is part of EssilorLuxottica, a leading ophthalmic lens producer in Europe. Innovative complex technology, coupled with first-class professional standards are demonstrated through the use of state-of-the-art equipment and by implementing, and

operating to, very strict quality control standards.

Job location : Ploiesti (Rhein Vision), Romania. You will need to be 1 - 2 times per week in Ploiesti and the other days you can do home office or go to the office in Bucharest.

AREAS OF RESPONSIBILITIES:

1. Global strategy implementation:

- Defines market priorities and translates global strategy into local activities
- Develop tactics to drive qualified traffic
- Defines action plans and media campaigns
- Recruit partners to support marketing for resources we don't have

2. Local portfolio, pricing and promotion strategy:

- Defines market strategy for portfolio and pricing (catalogue)
- Defines marketing co-branded investment and promotion channels

3. Trade activation to support sales & ECPs:

- Identifies levers and creates promotional strategies to increase sales growth
- Identifies key priorities to recruit & activate customers and increase recommendation
- Deploys education strategy and manages local KOL to influence recommendations
- Organises trade events and drives local advocacy
- Develop and coordinate ECP's boost programs (staff motivation, promotion)
- Develop internal motivation programs
- Preparing action plans for B2B activation
- Managing marketing for export markets

4. Monitoring, reporting and budget management:

- Measure and report on the performance
- Regular monthly reporting for all projects and marketing activities
- Managing marketing investments (budget)

5. Customer satisfaction & Purpose:

- Customer Service & Satisfaction– contributing to high scores on Customer Satisfaction
- Develop & execute programs to deliver on a corporate mission: “See more, be more“

NETWORK OF INTERACTION:

INTERNAL : sales team is a MUST; collaboration with CEE products/brands teams

EXTERNAL :Customers (ECPs & KA) & external suppliers (agencies)

TECHNICAL SKILLS:

Master's degree in Marketing or Business

5- 8 years of experience in Marketing/Trade Marketing function

B2C & B2B understanding

Category development experience

External partners relations management (marketing/trade marketing/media agencies)

Outstanding presentation skills

Project management experience

Collaborative style, curiosity, ability to cope with agile environment

Fluent English and Fluent Romanian

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