

Trade Marketing Manager – Brisbane

- **Global Agri-Tech Business - Diverse, challenging, highly visible role**
- **Collaboratively lead the trade marketing function across the Australian market**
- **Support highly motivated sales team - Increase brand awareness & category growth**

Make an Impact! Project manage new product launches, integrated marketing communication campaigns, trade promotions, sponsorships, training programs.

This role will present a raft of both challenges and opportunities, some that will test your resilience and require outstanding inventive thinking and commercial nous to lead our trade marketing function across our retail product portfolio.

Collaborating alongside a highly engaged and forward thinking sales team, the key focus areas you'll be accountable for will include project managing new product launches, managing shopper marketing communication, developing integrated marketing communication campaigns, trade promotions, along with activation and leverage of sponsorships, training programs and industry related events and conferences.

Imperative to your success will be your ability to understand the commercial market and customer pressures our national sales team face, therefore you'll work in partnership to provide a strong level of support and guidance to ensure the most appropriate marketing initiatives and plans are executed.

We are open minded to considering a variety of candidates who bring broad marketing experience gained in medium to large organisations combined with a marketing or business Degree. Knowledge that would greatly benefit the success of this position would be digital experience and exposure to marketing automation systems, budget management and business experience in manufacturing, operations and/or FMCG environments.

Demonstrated expertise in project management of complex projects, working with multiple stakeholders is crucial, therefore you'll have exceptional organisational skills and the ability to juggle competing priorities. Superior written communication skills with an eye for detail and an innate ability to work cohesively within a wider cross market team and deliver exceptional customer service is essential. A creative mind and sound working knowledge of Adobe Suite (InDesign and Photoshop) is important.

A career enhancing role for a naturally driven professional, you'll likely be someone ready to take that next step and level of responsibility where you can challenge your own development and gain broad exposure across trade marketing. To support you in doing so, you'll work alongside a highly experienced, driven and focused Asia Pacific Head of Marketing who recognises and rewards high achievers.

All applicants must be eligible and have current work visas to work in Australia.

Please send your expression of interest to Mel Pantelides, Recruitment Lead
melanie.pantelides@datamars.com