

ROLE PROFILE

Job Title	Trade Marketing Executive
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Colombia
Team Leader	Channel Developer Manager
Team Members	-
Job Level	4B
Role Purpose Execute properly the channel and brand plan aligned with the trade marketing strategy in each respective region, applying with excellence the QDVAAA global standards.	
Accountabilities <ul style="list-style-type: none"> • Guarantee that the trade marketing plans are perfectly communicated to each one of the sales forces associated of the regions. • Ensure the implementation in time and quality, increasing our brand's presence in the on-trade and Off Trade channel. • Responsible to develop long lasting customer relationship with the top ON and OFF TRADE clients. • Evaluate effectiveness of customer marketing activity, sharing best practice and insight to further improve future planning. • Maintain excellent internal cross-functional relationships to optimise delivery of activities and facilitate timely and relevant communications. • Execute, control and measure the investment budget assigned, compliant with the WG&S guidelines. 	