



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Trade Marketing Executive
Internal Reference	ODC-0116
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Taipei
Team Leader Role	Trade Marketing Manager
Role Level	5
Team Members	No
Role Purpose The Trade Marketing Executive is responsible for supporting the development and execution of trade marketing strategies across key channels to drive brand visibility, shopper conversion, and sales performance. This role works closely with Sales, Marketing, and external partners to ensure excellence in execution and alignment with commercial objectives.	
Accountabilities 1. Trade Activation & Execution Support the planning and execution of channel-specific trade programs across on-Trade channels. Coordinate POSM production, deployment, and shopper activation. Ensure timely and effective execution of promotional campaigns, and activations. Monitor in-market execution quality and identify opportunities for improvement. 2. Channel & Customer Planning Assist in developing annual and quarterly channel plans aligned with sales priorities. Analyze channel performance and shopper insights to identify growth opportunities. Collaborate with Sales teams to optimize trade investments and promotional mechanics. 3. Budget & Performance Management Track A&P and trade fund expenditures and ensure activities are executed within approved budgets. Consolidate campaign results and evaluate ROI of trade activations. Prepare regular performance reports and pre/post-activity evaluations. Support forecasting and budget planning processes. 4. Cross-Functional Collaboration Work closely with brand marketing to ensure consistent brand communication at all consumer touch points.	



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Partner with Sales teams to deliver sales objectives and customer priorities.
Align with finance to meet internal compliance.
Coordinate with agencies and suppliers to ensure project timelines and deliverables are met.
Support commercial meetings, business reviews, and internal presentations.

5. Market Intelligence & Insights

Monitor competitor activities, pricing, promotions, and trade trends.
Collect and analyze shopper and customer insights to improve future programs.
Conduct post-campaign reviews and recommend optimization opportunities.

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