

ROLE PROFILE

Job Title	Trade Marketing Supervisor (通路行銷主任)
Business Unit	ODC BU – WG&S Taiwan
Function/Region	Commercial / Sales
Location	Taipei
Leader	Senior Trade Marketing Manager
People Leadership	N/A
Job Level	5
Role Purpose	
<p>Deliver the implementation of trade marketing plans (including annual promotional calendar) to build our brands with key customers in the respective channel and maximise the effectiveness of trade marketing investments to support the Company's sales growth strategy.</p> <p>實施通路行銷計劃（包括年度促銷日程），以在各渠道與主要客戶建立我們的品牌，並最大限度地提高通路行銷投資的有效性，以支持公司的銷售增長戰略。</p>	
Accountabilities	
<ul style="list-style-type: none"> • Develop, manage, and implement customer marketing plans in alignment with the Senior Trade Marketing Manager, Sales and Marketing teams to address consumer and shopper activation opportunities. 與資深通路行銷經理、銷售和行銷團隊一起制定、管理和實施客戶營銷計劃，以解決消費者和購物者激活機會。 • Own the spend of trade marketing activity plans including expenses and invoices to ensure marketing activities are executed in line with allocated budget and correctly tracked. 主導通路行銷活動計劃的支出，包括費用和發票，以確保營銷活動按照分配的預算執行並正確追蹤。 • Plan, organise and deliver the trade marketing activities, reviewing performance and implementing improvements in line with the Senior Trade Marketing Manager to ensure the effectiveness and efficiency of trade activities. 計劃、組織和交付通路行銷活動，與資深通路行銷經理一起審查績效並實施改進，以確保通路行銷活動的有效性和效率。 • Work closely with agencies while handling negotiations, coordination to source point-of-sale materials to ensure timely quality and execution. 在處理進程、銷售點材料與執行機構密切合作以確保時程及品質。 • Working closely with internal cross-functional relationships to optimise delivery of activities & market feedback. 與跨部門密切合作，以優化活動交付和市場反饋。 • Regularly stay and keep the relevant internal stakeholders updated on competition activities, brand performance for the respective channel across categories. 定期保持並讓相關內部利益相關者了解各類別各渠道的競爭活動、品牌表現。 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Analysing

- Analyses numerical data, verbal data, and all other sources of information
- Breaks information into component parts, patterns, and relationships
- Probes for further information or greater understanding of a problem

Planning & Organising

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Manages time effectively
- Monitors performance against deadlines and milestones

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical, and orderly way
- Consistently achieves project goals.

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information, and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Skills and Qualifications:

Essential 基本的:

- 5 years retail experience in trade/customer marketing.
需有五年以上的零售/通路/客戶行銷經驗
- Strong influencing skills with a demonstrated ability to persuade, convince other to follow a course of action.
具有說服、說服他人遵循行動方針的能力。
- Familiarity with Excel, Word and Powerpoint to collate and present data.
熟悉 Excel、Word 和 Powerpoint 以整理和呈報數據
- Basic English skills.
基本的英語能力
- Motivated and confident with the ability to engage with different levels of stakeholders within the Company.
具備主動與公司內不同級別的利益相關者進行協調的能力與自信心
- Possesses a positive attitude with a problem-solving approach.
具有正面積極的態度與解決問題的能力

Desirable 理想的:

- Experience in the alcohol and spirits industry will be advantageous
- 有酒商經驗，烈酒產業經驗者尤佳
- Fluency in English (business level and above) will be advantageous
- 英語流利 (商務水準以上) 者尤佳

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