

This role is about ensuring business targets are met and that the business grows.

**Reporting to the Accounts Director you will support the respective commercial account managers in the development and implementation of strategic account plans. The market information provided from outside agencies and customers will provide the sales team with specific data to enhance planning and growth and ensure business targets are achieved.**



What's the job?

## Marketing Assistant

**Sounds interesting. What will I do?**

**As Marketing Assistant you will:**

- Assist in the development and implementation of on-going business plans, identifying key format wins and growth opportunities for the Account Managers.
- Assist in the development of specific account strategies (i.e. for the customer) ensuring they are compatible with customers' respective category plans.
- Assess and interpret key market data from external and internal sources to provide clear understanding of market/customer trends with recommendations accordingly.
- Assist in the implementation of an agreed joint business plan and monitor its performance, proposing changes to plan or strategies where there is an under performance or unforeseen opportunity.
- Be aware of industry trends and initiatives, and ensure effective communication to all Sales and Marketing personnel.
- Assist Account Managers in the preparation of category presentations to customers in the respective categories.
- With the support of the Account Managers work to identify and determine opportunities / gaps within the customer's product portfolio.
- With the support of the Account Managers propose / agree promotional concepts / ideas that will encourage trial / rewards and new users for the customers' brand.

- Introduce and maintain a price check across the key retailers for all the respective categories, updating monthly.
- Introduce and keep maintained a range and gap analysis for all the respective categories for defined key customers.
- Build and maintain a database / library of competitor ranges and the product attributes.

**What knowledge, skills, qualifications and experience will I need?**

**You should have:**

- A Degree in a relevant subject area, or equivalent
- Strong numeracy skills.
- The ability to think laterally and to develop creative solutions.
- The ability to work as team player.
- A personable attitude willing to listen and learn.
- Great articulacy and the ability to express yourself
- Initiative.
- Good organisational and project management skills.
- Excellent MS Office skills, particularly in Excel, Word and PowerPoint.
- Full clean driving licence.

