



## POSITION DESCRIPTION

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**POSITION TITLE:** Trade Marketing Manager- B2C

**DEPARTMENT:** Retail Sales

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### REPORTING RELATIONSHIPS

**FLSA Status:** Exempt

**POSITION REPORTS TO:** Director of Retail Sales

**POSITIONS MANAGED:** None

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### POSITION PURPOSE

The Trade Marketing Manager is a critical component of the Retail Sales team. Responsibilities will specifically focus on managing trade marketing implementation, executing and delivering trade marketing materials for B2C Americas. This person will lead the development and execution of in-store events/programs designed to drive business by account. This individual will also be responsible for the development of sales reports, margin analysis and key performance metrics and will contribute to a positive team atmosphere.

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### PERSONAL ATTRIBUTES & QUALIFICATIONS:

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree required in Business Administration, Marketing , or related field.
2. 4+ years Analyst, Sales, or Marketing experience
3. CPG experience preferred
4. Experience analyzing syndicated data preferred
5. Knowledge and enthusiasm for US retail environment, consumers, and industry trends, in-store & online
6. Self-starter, solution-minded, highly organized, detail-oriented with exceptional project management and follow-up skills
7. Requires strong oral and written communication skills, as well as interpersonal capabilities with external partners and internal functional
8. Exhibit strong analytical skills with problem-solving capabilities
9. Have facility to identify, prioritize and adjust to multiple needs in a fast-paced environment
10. High degree of proficiency in working with numbers and quantitative analysis
11. Proficiency in MS Word, Excel (including Pivot Tables), and PowerPoint
12. Ability to travel occasionally

#### JOB DUTIES:

1. Develop retailer-specific tools and strategy by season, identify short/long-term goals and liabilities to execute successful product launches & retailer-exclusive programs.
2. Build initiatives to ensure proper alignment with the brand strategy while maintaining brand, customer and partner expectations.

3. Responsible for timelines and execution for all retailer needs for display development /atelier build outs / merchandising solutions, from brief to delivery
  4. Provide sales with supporting analysis as needed for display rotation and product performance
  5. Ensure availability of appropriate trade materials, displays and other materials for the wholesale team by developing sales collateral for all new products and programs
  6. Track the performance of marketing initiatives via POS to refine brand efforts and determine effective ROI spends and develop best practices exercises
  7. Track competitive activity, category issues, wholesale environment and provide feedback
  8. Responsible to follow execution for all wholesale trade shows
  9. Lead recurring meetings with internal and external partners to guarantee open communication and project management.
  10. Maintain the flow of specific requests, communication, timelines and functions between the sales and operations teams
  11. Responsible for generating new approaches, unique ideas, and creative strategies and executions, for driving new levels of consumer engagement
  12. Manage and oversee budgeting process for assign area.
  13. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
  14. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations
5. **Patience** – Allows others to make mistakes without a negative reaction, allows others to learn or understand at their own pace, listens to others before forming a response, and takes the necessary time to work through obstacles.
6. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.

7. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
8. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
9. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
10. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
11. **Composure** – Maintains emotional control even under ambiguous or stressful circumstances, including unrealistic expectations, pressing time demands, frustrations, or interpersonal conflict. Demonstrates emotions appropriate to the situation, focuses on solving conflict, and continues performing steadily
12. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **PHYSICAL DEMANDS**

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 50% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. This position also requires some amount of time to be spent using computer equipment, which entails regular and repetitive motions.
5. Must be able to lift 80 pounds
6. Requires the use of hands for grasping and fine manipulations
7. Must be able to communicate effectively by listening and also in both written and verbal forms.

#### **WORK ENVIRONMENT**

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.

2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

Salary/ Wage Range \$70,000.00-\$90,000.00

Compensation for the role will depend on a number of factors, including a candidate's qualifications, skills, competencies and experience and may fall outside of the range shown. Bona offers a competitive total rewards package, which includes a 401k match, Open PTO, healthcare coverage and a broad range of other benefits. Learn more at <https://us.bona.com/companyInfo/work-at-bona.html>

## SIGNATURES

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This job description has been approved by all levels of management.

**Manager Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Human Resources Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.