

Argentina Jobs Expertini®

Analista Trade Marketing Categorias

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Company: Mondelēz International

Location: Thames

Category: computer-and-mathematical

Description

Are You Ready to Make It Happen at Mondelēz International?

Join our Mission to Lead the Future of Snacking. Make It With Pride.

You ensure that customer plans are developed and executed by supporting the delivery of strategies and tactics for growth. You understand the business metrics and financial drivers needed to unlock profitable growth for Mondelēz International and our customers and work with key account managers to implement plans to deliver our annual target.

How you will contribute

You will:

Leads the development of the trade marketing part of the category annual plans (contract process)

Understands market dynamics / consumer insights by channel to participate on trade marketing strategic decisions

Leads the business planning meeting where the sales quotas are built in order to accomplish the annual plans based on relevant building blocks

Suggests and influences investment in category building blocks, according to category and channel need, and is accountable of execution excellence at point of sale

Follows up the competition's commercial activity in the category in order to detect business opportunities and potential threats for the brand

Plays a leadership role within the multi categories teams by leading, providing accurate and relevant channel point of sale information that will lead to find business opportunities such as innovations, customer promotions, portfolio, pricing, etc. that will lead to achieve multi categories targets

What you will bring

A desire to drive your future and accelerate your career and the following experience and knowledge:

Category planning and delivering growth through category leadership

Having a future-focused mindset, being curious about industry trends, digital solutions and innovation for consumers, and translating opportunities into business plans

Developing and delivering plans, measuring and monitoring results and making recommendations to achieve growth targets

Business planning and how to maximize revenue growth

Influencing stakeholders and interacting effectively with others with the courage and resilience to hold an alternative point of view

Analytical skills and business acumen

Qué ingredientes adicionales aportarás:

Educación/ Titulaciones:

Bachillerato Administración de Empresas, Ingeniería Industrial, Marketing o carrera a fin

Experiencia deseable en:

Sales Intelligence (Sell in, sell out, seguimiento a cuotas)

Trade Marketing

Cadena de suministro.

Otros requisitos asociados con el puesto de trabajo:

Conocimiento deseable en IBP (Integrated Business Planning)

Manejo avanzado de Microsoft Excel

No Relocation support available

Business Unit Summary

Mondelēz Southern Cone represents Mondelez International operations in Argentina, Uruguay and Paraguay. We produce over 40 iconic and delicious brands with more than 400 products including Milka, Oreo, Cadbury and Tang, and local jewels like Cerealitas, Terrabusi and Clight, among others. More than 2,600 wonderful people proudly work to make our delicious snacks at two production plants in Argentina: the Pacheco Plant in Buenos Aires Province, Villa Mercedes Plant in Villa Mercedes Province and our commercial offices located in San Isidro, Buenos Aires Province. To learn more about us, visit www.mondelezinternational.com/ar

Mondelēz International is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, sexual orientation or preference, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Job Type

RegularCategory Planning & ActivationSales

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