

Marketing Deployment Executive

We are BAT. A global leader with more than 200 brands in over 200 markets. And we bring together the world's brightest and best minds. That's why we value uniqueness. We are looking for the leaders of our Cluster – several markets all bonded by an inspiring strategy and a strong team mindset.

Join our team now as Marketing Deployment Executive in Skopje, Macedonia.

KEY RESPONSIBILITIES:

- Support the execution of brand plans and activities to ensure that marketing deployment objectives are achieved
- Recognizes local marketing deployment opportunities and proposes local initiatives in order to ensure efficiency and effectiveness of local brand and trade deployment
- Supports the execution of local marketing activities, while securing the relevant approvals and managing the financial budget, to ensure it does not exceed budget
- Monitors implementation and results of Brand plans and activities through sales, distribution, implementation and other relevant reports as well as from individual on-field checks
- Monitors external agencies to ensure day-to-day activities related to Brand activities are performed with required quality and agreed cost & timescales
- Manages communications between local Marketing Deployment team and Supply Chain to ensure the cycle plan is effectively executed and Brand activities are effectively implemented in the field.
- Supports Marketing Deployment manager in communication and implementation of all related tasks of the function
- Provides support and actively communicates to Trade, HoReCa, Finance, Legal on brand related topics
- Provides ongoing coaching and feedback and shares the relevant expertise with Marketing and Sales team

REQUIREMENTS:

- University Degree, preferably in the Economics or in the Marketing field
- Minimum 1 year experience in a reputable and progressive tobacco or similar FMCG company
- Advanced planning, organizational and analytical capabilities
- Ability to manage multiple activities and work independently
- Effective communication, negotiation, presentation and influencing skills
- Willingness to learn & proactivity & resilience
- Fluent in English and advanced Computer user
- Valid drivers' license

WHAT WE OFFER:

- Long-term international career perspective, personal and professional development
- Competitive compensation package
- Dynamic and friendly atmosphere



BRING YOUR DIFFERENCE

**WE ARE LOOKING FORWARD TO YOUR APPLICATION AT
WWW.BAT-CAREERS.COM until 23 June 2019**

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