

Digital & Trade Marketing Manager

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Company: Barry Callebaut

Location: Ataşehir

Category: other-general

Digital & Trade Marketing Manager

Location:

Ataşehir - Istanbul, TR, 34746

At Barry Callebaut, we are on a journey to transform the cocoa and chocolate industry. As the world's leading manufacturer of high-quality chocolate and cocoa products, our actions truly shape the future of our industry. We are a business-to-business company, serving the entire food sector, from the cocoa bean to the finest chocolate product. We are a company with a purpose, we believe in doing well by doing good and reinvesting in the communities we operate. We have a long-standing commitment to sustainability and our goal is to shape a sustainable cocoa and chocolate future. We are headquartered in Zurich, and have more than 12,000 passionate Employees working in more than 40 countries worldwide. We are very proud of who we are and what we do. And of course, we are always looking for talented people to help us have a positive impact on our industry and beyond!

About the role

The Digital & Trade Marketing Manager is a two layered responsibility covering both digital & trade. In the digital part, the main role is creating a cohesive digital marketing strategy for our brands and for enabling our E-commerce initiatives in alignment with business owners. This role is responsible for maximizing audience reach and engagement to generate leads for sales and increasing the total turnover and conversion rates of the Online Sales Channel. Support the digital way forward of our Chocolate Academy brand and its activities (social media, online courses). In alignment with the Head of Marketing the Digital & Trade

Marketing Manager will define the content strategy of our brands and priority initiatives translating into briefs and production of content.

For the trade marketing part, the key role is responsible for leading and supporting the implementation of Trade Marketing Strategy to achieve defined business objectives across all product categories and channels. Establishing channel strategies and developing trade campaigns and tracking the results are the key expectations.

The Digital & Trade Marketing Manager has to make field visits, understand customer profiles to organize tailored offline trade campaigns and events in combination with online communication. The role is also responsible for organizing trade events such as fairs, chef gatherings, co-creations, inspiration days and so on.

Key responsibilities

Responsible for management and monitoring of Trade Marketing Investments, initiatives and organization in the market.

Organizing and leading the execution of trade events such as fairs, chef gatherings, cocreations, inspiration days

Responsible for Trade Marketing /Category Management / Channel Management / Service Management process solutions with external internal customers to grow the categories.

Actively participate in setting the local business strategy.

Development of a trade promotional plan with channels, key customers and distributors.

Develop, implement, evaluate plans to meet defined profit objectives. Manage and evaluate trade promotion levels to achieve maximum marketing returns. Promotional budget handling. Receiving Organizing promo material.

Managing local websites and e-communication for gourmet brands and updating local product information/organizations.

Responsible for catalogs, brochures, flyers, roll-ups, all visual marketing tools

Deliver digital marketing plans aligned with company strategy that drive customer acquisition and meet traffic targets

Liaise with external agencies to deliver digital projects and campaigns on time and within budget, challenging agency partners to provide relative and innovative solutions

Defining online campaigns and developing communication ways

Managing online promotion calendar: segmenting online promotions and mapping relevant customer groups

Monitoring, providing insights & KPI follow-ups using tracking and analytical tools

Provide Post-Campaign reporting

Provide reporting and analysis for digital activity to ensure ROI

About you

5+ years of relevant working experience in trade marketing, brand management. Digital marketing know-how will be an asset.

Project management and organizational skills to oversee/deliver concurrent projects/work streams

Demonstrated ability to understand audience requirements and develop targeted and appropriate communication

Proficient in MS Office Suite

Experience with ecommerce platforms and marketing support preferred

Experience using Marketing automation software (Pardot) and CMS preferred

Expertise in web technologies and trends

English - Proficiency level

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