

Growth Revenue Manager

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Company: Michael Page

Location: İstanbul

Category: other-general

Partnering with key stakeholders (mainly Product Managers) to define pricing & promo strategy and support Marketing Director in decision making, when it comes to budget allocation

Understanding brand, portfolio and customer function strategies

Responsibility of development and execution of promotional calendar, consisting in price promotions and customer/brand activation projects in close relationships with product & sales managers

Planning and communicating the sell-out campaigns with key information (promo mechanism, duration, sell-out target) on time and dedicated to some channels while ensuring compliance with company Commercial Policy

Responsibility of marketing deductions budget follow-up & invoicing process, reported to Marketing Director on monthly basis

Synthesize insights from pricing, promotions analysis and competition analysis for Marketing, Sales & Leadership team

Share the data about bonuses & rebates impact on NS/SGM%, and profitability together with the provisioned amounts vs actual ones in Customer Profitability analysis

Support the implementation of all amendments to the price and trade terms structure

and align with Marketing & Sales

Develop analytical models for pricing scenarios, accounting for product volume, margin, and competitive prices to improve guidance and pricing recommendations

Management of Revenue Growth Executive.

KPIs: Sell-in/Sell-out, gross margin

Management of the Deduction and Campaign Budgets in line with the yearly target

Array

Our candidate should have graduated from a reputable university; with minimum 8 years of revenue management experience in trade marketing, customer activation or similar related departments of a consumer electronics or FMCG company. Advance level of English is a must.

Our client is a global consumer electronics company; for their future plan we are looking for a Growth Revenue Manager directly reporting to Marketing Director.

-People management

-Good career opportunity

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