

Turkey Jobs Expertini®

Trade marketing specialist

Apply Now

Company: Michael Page

Location: Istanbul

Category: other-general

Tarihinde güncellendi 14/12/2023

A leading Global Company

Great career opportunity in Trade Marketing

Müşterimiz Hakkında

Our client has been the world leader in technology, innovation and world-class quality in the design of spark plugs and oxygen sensors in automotive aftermarket.

İş Tanımı

You are responsible for all marketing topics for the development of our direct customer's sell out and to promote company's products

This includes the maintenance of social media (Instagram, Facebook) as well as the planning, execution and implementation of advertising campaigns and the responsibility for the advertising material

In addition, you will support the spending / planning of the advertising budget

You are responsible for field activities such as trade fairs, roadshows and market visits at garage/retailer level

You will also attend customer events such as incentive trips

Participate in RHQ meetings and projects and interact directly with

relevant departments in RHQ

Occasionally collaborate with client's marketing departments for joint creative projects

Aradığımız Profil

Completed Bachelor's degree in a technical or marketing field

Experience in social media marketing and digital marketing are a plus

Good project management skills

Strong relationship management with internal and external

stakeholders

Experienced in working with MS-Office as well as SAP, Tableau,

ERP and PIM systems

Responsible, communicative and capable to manage conflicts

Structured working style as well as self-driven and autonomous

mindset and problem-solving skills

Strong command of fluent English

Russian or Bulgarian languages skills are preferable

Willing to travel

Teklif Edilenler

Great career opportunity as Trade Marketing Specialist at a leading global company.

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