**Trade Planning Manager**

Reporting to Marketing Director

Founded in 2014 in the Czech Republic, Rohlik is the European leader of e-grocery in Central Europe. Already active in the Czech Republic ([Rohlik.cz](http://rohlik.cz/)), Hungary ([Kifli.hu](http://kifli.hu/)) and Austria ([Gurkerl.at](http://gurkerl.at/)), and now also in Germany ([Knuspr.de](http://knuspr.de/)). By owning its end-to-end operations, including all technology in-house, Rohlik provides a superior customer experience and the freshest food from local farmers and artisans, as well as a broad supermarket selection.

**Department Overview**

We build our brand around our belief that everyone should have access to better food and higher quality of life. We acquire new customers by winning their trust through superior service, helping their families to run smoothly, and differentiating ourselves with the rich offer of local, fresh, high quality products.

**Role Overview**

As Trade Marketing Manager, you will drive promotional activity and growth using data analysis to identify trends and opportunities. Develop and implement channels and go to market strategies ownership and management of promotional calendar work with the commercial team to identify new opportunities to improve experience for customers. You will report to the Marketing Director and will be in direct touch with our Czech parent company and its management.

**What we expect from you**

* Development of promotional strategy for brands together with our suppliers - define promo plan and steer promo plan execution (in cooperation with the Commercial Team)
* Prepare a business marketing plan to appeal to the widest possible group of customers
* Continuously analyze and report sales results by individual marketing channels
* Evolving recommendations for products and placements based on customer feedback as well as developing recommendations for action based on Customer-Insights
* Most often you will cooperate and communicate with the marketing, commercial and purchasing department and fulfillment center
* Lead all supplier campaigns including: communication style, tools, supplies, execution supervision
* Direct P&L responsibility and drive the Trade Marketing budget
* Building strong brand-selling stories
* Convey mindset of category importance to our stakeholders
* Order and capacity planning - long-term, medium-term, daily, hourly
* Daily demand management

**What we look for**

* Academic Background: Min. Management degree with minimum 5 years experience in FMCG Marketing with experience in brand management and trade marketing.
* Proven experience in planning, running and evaluating promo-campaigns
* Entrepreneurially minded, attention to detail and takes an innovative approach to problem solving
* Very ambitious and are very hands-on as you will do the job yourself in the beginning
* Positive communicator who understands when necessary how to have tough conversations
* Driven to achieve highest quality in daily work and constantly improve customer satisfaction
* You enjoy working in an innovative and ever-changing environment
* Strong financial/business mid-set (P&L thinking) and negotiation skills
* Team player and good communication skills
* Fluency in English is a must

**KPI’s typical for the position**

* Number of orders
* Number of MAUs
* Number of FTU

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events

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