

Job Profile – Trainee - Junior Trade and Shopper Marketing France & Benelux

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Role Title	Junior Trade and Shopper Marketing France & Benelux	Reports to	Head of Trade & Shopper Marketing France & Benelux
Division/Department	HRA Pharma France	Date Completed	

Business Impact Trade & Shopper Marketing France & Benelux
<ul style="list-style-type: none"> Realisation of company objectives to develop categories and brands in sales channels, customer segments and with individual customers ensuring consistency with overall business strategy Realisation of company objectives for influencing shoppers and consumers at the point of purchase by defining strategy for channel and assortment, optimum distribution, display, recommendation and promotion of the core range for France, and in collaboration with the local team , for Benelux. Ensures excellence in execution through sales partners in France, in collaboration with Head of Sales. Successful implementation of the global sales and trade and shopper marketing excellence programme and introduction of all sales and trade and shopper marketing excellence initiatives into France & Benelux

More specific Area of Accountability - Trainee	Accountabilities
Strategy and Planning	<ul style="list-style-type: none"> Analyses market developments, trade, competitor and shopper research data to formulate insights and proposals to develop strategic growth opportunities, proactively stay ahead of competitors and combat competitor activity Assesses activity/trends by trade channel and major customer level at point of purchase in order to identify new opportunities Work with consumer marketing team to provide sales input to new product development & existing ranges Contributes to internal presentations of customer strategies and plans, proposes plans to deliver the budget and for identifying upsides.
Execution	<ul style="list-style-type: none"> Supports in development of ‘ideal layout’ strategy and plans for categories and brands. Prepares for presentation of ‘ideal layout’ plans to sales partners and customers in France, in conjunction with sales managers, to ensure optimum product distribution and display of company products/materials within the trade at the consumer / shopper point of purchase. Supports development of Account Standards per channel/customer, with store distribution and visibility guidelines. These include breadth of range, share of shelf requirements, planograms, category layout and adjacencies as well as point of sale materials and measurement tools. Contributes to develop initiatives to continually improve of sales and detailing effectiveness (the perfect store) and results delivery against brand strategies. Identify gaps in performance, quantify the size of the prize, propose plans and prioritise investments to fill performance gaps. Participates together with the Commercial Effectiveness Manager to tracking, report and review of the execution of Account Standards initiatives and spend to determine ROI and make corrective actions when necessary.

	<ul style="list-style-type: none"> • Supports in budget management. • Participates to develop effective and usable sales support materials, to ensure successful channel and customer activity execution and trade launches across markets, deploying resource to do things once and avoid duplication of effort.
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Role Specific Knowledge and Skills	
Specific Skills	<ul style="list-style-type: none"> • Fluent in French and English (spoken and written), • Interest in Commercial & Trade Functions • Experience of the pharmacy distribution channel or in FMCG company would be a+ • Computer systems literate with strong analytical abilities
Personal Attributes	<ul style="list-style-type: none"> • Able to demonstrate analytical skills, curiosity, communication and team-work capabilities • self-motivated, flexible, with a can-do attitude
For INFORMATION : Trade Marketing Skills	<ul style="list-style-type: none"> • Communication • Presentation • Business and trade promotion planning • Analysis of trade and shopper/consumer insights • Relationship management – healthcare professionals • IT – (Power Point, Excel, Word) • Organisation and planning • Category management knowledge & commercial awareness • High levels of numeracy skills

Core Competencies – Trainee	Role Specific Competencies
Teamwork, collaboration across departments and relationship building with internal and external partners with effective communication	Shopper and consumer awareness at point of sale
Motivation and commitment to results	Customer and business awareness
Change and adaptability	Influence and assertiveness
Positive attitude with a proactive approach	Commercial judgement and decision making
Good organisational and time-management skills	Planning and organising
Project management skills	Communication
Knowledge of the OTC market place and its dynamics	Analytical thinking

Role Interfaces – Trade & Shopper Marketing Team	
Internal contacts: <i>all France & Benelux HRA Pharma colleagues (sales, marketing, finance, regulatory, medical), core & extended project teams, local & global counterparts</i>	External contacts : <i>Contact with commercial partners key account managers, customers and suppliers</i>