

# Versele-Laga – Trade Marketeer

## Position:

- As a Trade Marketeer, you know the brand strategy of all animal families and what the commercial goals per (sub)brand are for the coming years. Based on these insights, Trade Marketing develops an optimal approach to organise the best possible distribution per (sub)brand.
- Together with the Product Manager, as Trade Marketeer you work out a pragmatic annual plan to support each animal family
- Writing and developing sales-promoting sales presentations is part of your core package. For this, you call on the internal and external marketing communication department. In addition, you are constantly looking for ways to bring added value to the retailer.
- You are good at keeping an overview of a well-defined project with a pre-defined end result. You keep an eye on all deadlines and the budget. You do this with a passion for getting things just right, with a sense of initiative and by anticipating problems.
- Together with your colleague Trade Marketeers, you continuously monitor the competition, market dynamics, distribution channels and pricing in the markets in which we are active and gather solid retail insights

## Profile:

- You have a Master's degree (Master's degree in TEW, commercial engineering or economics, commercial sciences) or equivalent through experience .
- You are fluently trilingual (NL/FR/EN). Knowledge of German is a plus
- You are an inquisitive team player
- You are a proactive and independent multitasker
- You have good time-management skills and a problem-solving mentality
- You strive for efficiency.

## Our Offer:

- A challenging job with variety in which you can use your talents on a daily basis with room for taking initiatives and further career development.
- A competitive salary package complemented by fringe benefits.
- A family company atmosphere with group activities and joint participation in sports events: Versele-Laga Run, Versele-Laga Classic, etc...

<https://www.versele-laga.com/>