



Overseas Distribution Company – Trade Marketeer

Trade Marketeer

We're looking for a **Trade Marketeer** to strengthen our dynamic team. In this role, you'll work closely with both the Purchasing and Sales teams to drive brand visibility, customer engagement, and business growth. You'll take the lead in coordinating brand activations, promotional campaigns, and product launches, in close collaboration with suppliers and internal teams

Your Responsibilities

No two days are the same, but your key challenges will include:

- You **lead and coordinate brand activations, promotion campaigns, and product launches**, both online and offline, from A to Z in collaboration with suppliers and internal teams.
- You **analyze market and sales data** to optimize campaigns, set KPIs, and regularly report results and ROI to management.
- You **manage the entire trade marketing budget**, including planning investments and negotiating co-funding with suppliers and customers to maximize impact.
- You **build strong relationships with suppliers** and act as their primary point of contact for all promotional activities, focusing on long-term collaboration.
- You **design and implement POS materials** and collaborate with sales and suppliers on store optimization (planograms and store checks).
- You **support the Sales team** with targeted promotional tools and marketing materials, ensuring extra visibility for both new products and slow movers and discontinued items.
- You **train the Sales team and retailers** on product features using marketing tools, and promotional strategies to ensure effective instore execution.
- You **actively monitor market developments and competitors**, translating trends and new opportunities into concrete initiatives that strengthen the brand position.
- You **organize and coordinate cross-functional meetings** to align marketing actions and continuously improve.
- You ensure all campaigns and communication **comply with internal guidelines and legal requirements**, while actively contributing to the further professionalization and digitalization of trade marketing processes.

Your Profile

- You hold a bachelor's or master's degree in marketing, or have at least **5 years of relevant experience in marketing**, including a minimum of 2 years working specifically with FMCG products.

- You are a **hands-on professional** who enjoys bringing ideas to life.
- You are **fluent in Dutch and English**, both spoken and written. Knowledge of French or Spanish is an asset.
- You're digitally savvy, with strong **analytical skills** to interpret sales data and market trends.
- You're an effective communicator who can engage with suppliers, customers, and colleagues.
- You enjoy working **collaboratively**, but you're also self-reliant and able to juggle multiple projects.
- You have an **eye for detail** while keeping focus on the big picture to drive results.
- You're **goal-driven** and eager to take initiative to improve processes and accelerate growth.

What We Offer

- **Stability & Growth:** Become part of a fast-growing family business with a solid structure and long-term vision.
- **Training Opportunities:** We invest in your development through training and growth opportunities.
- **Attractive Salary Package:** Competitive compensation based on your skills and experience.
- **Career Development:** Opportunity to grow within an ambitious and rapidly expanding company with a focus on continuous improvement.
- **International Exposure:** Work with clients and suppliers around the globe, gaining experience in an international context.
- **Dynamic Work Environment:** A varied role with fast decision-making, flexibility, and international connections.
- **Strong Team:** Join an ambitious, enthusiastic, and driven team.

Ready for a challenging career at a leading player in the duty-free sector? Apply now via careers.overseas.be and convince us of your talent!

<http://www.overseas.be/>