

Algeria Jobs Expertini®

Trade Marketing Representative - Eastern Region, Algeria

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Company: British American Tobacco

Location: Algeria

Category: other-general

BAT is evolving at pace - truly like no other organization.

To achieve the ambition, we have set for ourselves, we are looking for colleagues who are ready to live our ethos every day. Come be a part of this journey!

BAT ALGERIA IS LOOKING FOR TRADE MARKETING REPRESENTATIVE

SENIORITY LEVEL: Non-management

FUNCTION: Marketing

SALARY RANGE: Competitive salary package + excellent benefits

LOCATION: Constantine, Algeria

ROLE POSITIONING AND OBJECTIVES

We're looking for a Trade Marketing Representative to join our Trade team in the Algiers – Eastern region.

The Trade Marketing Representative is responsible for managing the tobacco business for a collection of accounts in the assigned geographical area, implementing corporate plans, negotiating strategies and meeting business objectives.

WHAT YOU WILL BE ACCOUNTABLE FOR

Plan visits, go to retailers, build strong business relationships, answer their questions, issues, and concerns, and monitor contract compliance

Complete basic TM&D (Trade Marketing and Distribution) activities in the outlets located within the territory to meet company objectives as described in the cycle plan (product visibility, availability, freshness, and right pricing)

Develop and adhere to a well-defined work programme and route plan, as agreed with Area Manager

Achieve volume and distribution targets through direct selling (Top-up stock) and monitoring of Distributor sales team and complete cycle activities to achieve national, area and territory objectives

Ensure attendance of all approved training programs and show visible application of acquired knowledge

Ensure objectives in terms of availability, visibility, volume, stock quality and RRP (Recommended Retail Price) compliance of products, are achieved for the territory

Develop and maintain an up-to-date detailed database of all customers (including phone numbers and outlet addresses)

Provide data and maintain accurate records on competitor's activities, sales, and distribution performance in order to guarantee that Area Manager is fully informed at all times

Handle all assigned funds, materials, and equipment in a secure and efficient manner to improve the use of organization assets

ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE

Tertiary Education in Marketing or Business Qualification is desirable, but any other similar Tertiary Education considered

Previous experience in sales, trade, distribution, marketing, or other related function preferred

Ideally, at least 1 year experience in an FMCG company

Focus on results, critical thinking, proactive, with a strong eye for business; resilient, flexible, problem solver and able to work under pressure

Good commercial acumen and excellent sales, marketing, and negotiation skills; good self-leading and teamworking abilities

Ability to build close working relationships with a wide variety of trade partners and to manage internal and external stakeholders

Solid knowledge of Microsoft Office Package

Availability to travel extensively across the assigned territory to meet a wide variety of trade partners - Valid driver's license

WE ARE BAT

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation. **See what is possible for you at BAT.**

Global Top Employer with 53,000 BAT people across more than 180 markets

Brands sold in over 200 markets, made in 44 factories in 42 countries

Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations

Diversity leader in the Financial Times and International Women's Day Best Practice winner

Seal Award winner – one of 50 most sustainable companies

BELONGING, ACHIEVING, TOGETHER

Collaboration, diversity and teamwork underpin everything we do here at BAT. We know that collaborating with colleagues from different backgrounds is what makes us stronger and best prepared to meet our business goals. **Come bring your difference!**

Be vigilant - BAT will never ask a job candidate for money for any reason, including paying for visa, work permits or pre-employment checks. If someone invites you to apply for a BAT role and asks for payment for these types of activities, it is not a legitimate BAT job.

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