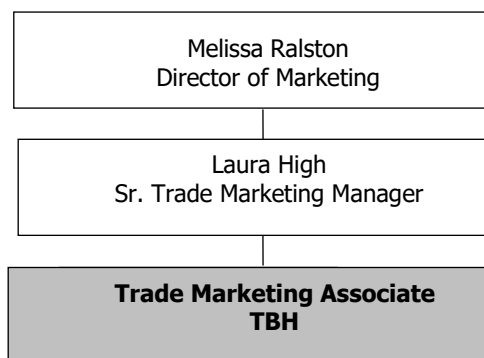


TRADE MARKETING ASSOCIATE

1. General Information

- Posting Dates: 12-APR-2017 – 19-APR-2017
- Job Requisition Number: E-17012
- Job title: Trade Marketing Associate
- Line Manager: Laura High
- Location: Clearwater, FL
- Level: Exempt level 1
- Relocation Available: International Domestic N/A

2. Organization Chart



3. Purpose of Job

Assist the Senior Trade Marketing Manager and potentially the Marketing Specialist with various projects including but not limited to: pulling and analyzing data/reports such as promotional results, sales results, etc. Use that data to develop presentations and marketing collateral.

4. Major Duties / Responsibilities

- Assist in implementing the strategy determined by the Senior Trade Marketing Manager:
- Execute CRM requests/project management for Print Advertising
- Perform the various Cycle Promotions activities/functions
- Manage the details of the RAS programs
- Facilitate Crazy Deals
- Works closely with key accounts (primarily field) as a sounding board to facilitate marketing and/or merchandising plans. Where possible, re-purpose BGNA existing marketing plans to gain efficiencies. Execute, analyze and report out results on a quarterly basis.
- AD HOC marketing driven projects, inclusive of vertical market merchandising, creation of associated ppt and pdf files, spreadsheet maintenance, etc. as they arise.
- Provide immediate merchandising solutions for program business.

- Create customized presentations on an as-needed basis to address individual needs of a high-potential distributor.
- Create presentations focused on specific end-user vertical markets.
- Interfacing with Sales departments, creative services and product managers, the successful candidate must deliver quick, knowledgeable and creative solution proposals for distributors.

5. Key Performance Indicators or Financial Dimensions

- Completes assignments accurately and within the given timeframe
- Resourceful and able to gather information independently
- Proactively reaches out to Senior Trade Marketing Manager for additional opportunities for growth
- Strong teamwork approach in all projects

Minimum Knowledge, Experience, and Education Required for the Job

- Preferably 2-3 years of experience within the marketing and marketing services world (promotional products experience a plus, not a pre-requisite)
- Basic Sales and Marketing skills.
- Excellent verbal and written communication skills.
- Excellent organizational and project management skills.
- Proficient in Microsoft Excel and Microsoft PowerPoint or other presentation creation software, experience with Adobe Creative Suite, Illustrator, InDesign, Photoshop a plus.
- Creative judgment and commercial empathy across the business spectrum.
- Familiarity with on-line marketing or e-business strategies.
- Bachelor's Degree in a related field preferred.

6. Additional Information

Experience in marketing/marketing services and event management (promotional products experience a plus, not a pre-requisite)

Note: Your application for this position does not guarantee an offer. The skills and experience required for this job will determine the success of your application.

If you are interested in applying for this position, please contact your line manager and your HR representative before applying.

Applications (CV + cover letter + Job requisition Number) should be sent to HR by 19-APR-2017

**BIC Corporation is an Equal Opportunity/Affirmative Action employer.
All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected Veteran status.**