

Title: Trade Marketing Specialist
BIC Graphic
Clearwater, FL
Contact: Michelle.hagins@bicgraphic.com

Qualifications/Skills:

- 5-6 years marketing experience
- 2-3 years promotional products experience
- Excellent verbal and written communication skills.
- Excellent organizational and project management skills
- Creative judgment and commercial empathy across the business spectrum.
- Familiarity with on-line marketing or e-business strategies.
- Comfortable interacting with all levels of management.
- Comfortable presenting in front of customers.
- Proficient in Microsoft PowerPoint or other presentation creation software
- Must have a Bachelor's Degree in a related field.

Job Duties:

- Develop and execute marketing and merchandising plans for key accounts. Where possible, re-purpose BGNA existing marketing plans to gain efficiencies. Analyze and report out results on a quarterly basis.
- Collaborate directly with key accounts and their respective National Account Managers to support their marketing needs and grow their businesses.
- Assist in the ongoing merchandising and updating of existing programs while identifying potential areas to upsell our products.
- Manage all National Account specific promotion requests and analyze the results. Report out on a quarterly basis. Serve as liaison between sales and product managers on distributor specific promotions.
- Provide programs support to key account sales teams by providing customized product suggestions based on end-user needs.
- Serves as a marketing spokesperson at national account and large account meetings presenting on behalf of marketing.
- Sales Training: Re-target any specific points from our weekly e-mails to ensure that NAM's are taking note of key opportunities that apply to NA's and their success.