

Stockfeed Nutritionist- Animal Nutrition

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Company: Recruitment Matters

Location: Lusaka

Category: other-general

Responsibilities

include but are not subject to;

Analysis of sales, forecasts and relevant financials and reporting on product sales - Identify and address supply chain bottle necks such as sales order non-fulfilment to minimize related penalties and KPI impact.

Maintain brand integrity across all company marketing initiatives and communications.

Work closely with functional / business heads to prepare align category requirements with overarching brand and media strategies.

Drive brand / category business planning comprised of analysis of macro environmental trends, consumer behaviours, internal business imperatives and industry scenario planning to develop volume projections by regional operating markets

Plan and execute integrated, multi-channel marketing plans with focus on awareness building, lead generation and consumer conversion.

Brand plan development and review including evaluation of the effectiveness of brand communication as well as trade and consumer promotions as it pertains to overall brand health and return on investment / volume objectives.

Manage marketing mix the 7Ps (Product, Place, Price, Promotion, Packaging, Positioning & People) in consultation with functional heads and senior management.

Compile, analyse and interpret data to create marketing strategies and campaigns for category related brands and products.

Monitor brand health KPI's and potential brand positioning opportunities or corrections.

Work in collaboration with and under the guidance of functional heads in the development of brand communication planning including alignment with specialist departments such as media, production and design.

Ensure alignment between sales and marketing functions

Provide input, in collaboration with respective functional head and team, in relation to artwork, packaging, manufacturing readiness and go to market processes

Planning, oversee and implement trade and channel marketing activities

Manage, develop and implements all marketing activities to maximize sales of related brands / products.

Provide inputs to support demand planning basis on established volume and related KPI's

Conduct ITOS (In Trade Observational Surveys) to gauge implementation and compliance

Ensure and monitoring trade availability for related portfolio

Ensure the standardization of in store representation (planograms) by channel and store format

Coordinate and drive data collection, analysis and insight generation to inform trade marketing, product /promotional strategies and executive decision making

Align and coordinate all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns with assigned agency and functional heads

Design, build and maintain our social media presence as it relates to applicable brands

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Key Skills

Excellent commercial acumen

Strong analytical ability and ability to synthesising large amounts of data into actionable objectives, planning and outcomes<

Good understanding of market research process

Excellent communication skills

Strong technical knowledge of and experience with digital marketing specifically including social media, SEO and display advertising

Good fundamental understanding of analytical tools (such as Google suite and social media Insights across platforms)

Strong channel/category insights experience, with the ability to generate and present actionable recommendations to a diverse range of stakeholders (at all levels)

Capable of managing and executing complex project management tasks

Data-driven thinking

Highly creative and innovative

Predisposition for strategic thinking

Strong growth mindset

Results driven

Collaborative

Key qualifications

Minimum 5 years of management experience

Minimum requirement of graduate degree in related field preferably marketing specialisation

Post graduate qualifications beneficial

Proven experience in a brand management/ marketing /trade marketing management roles essential

Qualifications in digital marketing or equated experience required

Strong knowledge of or experience in related geographies beneficial

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