

**SHOPPER MARKETING LEAD
HIRT & CARTER
CAPE TOWN**

CORE PURPOSE OF THE JOB:

The overall responsibility of the Shopper Marketing Lead will be to lead the Shopper Marketing Strategy team to understand the client's long-and-short term strategy and ensure the development and execution of creative work is aligned to both this, and by the research and insight drawn from the internal research phase.

KEY PERFORMANCE AREAS:

- Deliver cutting-edge shopper strategies by understanding the client's brand & marketing strategy and effectively integrate into the project strategy
- Drive the adoption of omni-channel digital elements/solutions into the Strategic Project Presentations and co-present all pitch work with the Client Account Executive to the client
- Ensure all content and information is correct on all outgoing pitches or projects
- Perform in channel shopper marketing and ROI assessments of our in-channel solutions to drive further sales opportunities
- Ensure clear communication to all relevant stakeholders required to fulfill customer requirements

QUALIFICATIONS / EXPERIENCE:

- Relevant tertiary qualification in Marketing or similar with at least 5 - 7 years' experience in a Marketing and Retail environment preferable
- Exposure to a creative design environment as well as considerable knowledge of the retail market/point of purchase industry will be beneficial
- Skills in project management and marketing management would be advantageous
- Apple Mac proficient

BEHAVIOURS & ATTRIBUTES:

- Leadership skills
- Exceptional thinker and problem solver
- Customer focused and flexible with good relationship-building skills
- Excellent presentation skills
- Team player

The advert has minimum requirements listed.

Management reserves the right to use additional / relevant information as criteria careers@hirtandcartergroup.co.za

Closing date for applications is Tuesday, 25th January 2022.