

Trade Marketing Manager - Eastern Europe

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Company: SharkNinja

Location: Poland

Category: other-general

Our purpose is to positively impact people's lives every day in every home around the world! We work very hard to provide our consumers with high-quality, exciting 5-star products that make life easier. We thrive on passion and innovation and are looking for great people, with great ideas, who want to build the next big thing and develop while they do. What makes us different at SharkNinja? We are over 2,500 unique personalities working together to challenge each other, achieve growth, and create products that wow our customers. Whether it is Ninja with extremely popular kitchen appliances or Shark with exciting innovations in floor care and ever-growing Beauty we are here to Win. Our Global success depends on our Leaders, Employees, and ability to build unstoppable teams! So here is the opportunity to join this exciting mission and have even bigger impact, as we are looking to add a **Trade Marketing Manager EMEA Distribution** in our Eastern European business.

The position is to be based in Poland (Remote).

Here are some of the EXCITING things you will get to do (RESPONSIBILITIES):

ROLES AND RESPONSIBILITIES

Own and deliver the implementation of a channel-specific Trade Marketing strategy aligned with the overall business objectives.

Develop Joint Business Plans with distributors and where appropriate retailers in close collaboration with Sales.

Build and maintain excellent relationships with key retail partners, ensuring regular meeting

and communication cadence in order to secure best opportunities in-store and online

Ensure execution of GTM, product and communication plan in store and online in line with our brand positioning.

Develop creative ideas to drive awareness, engagement, and conversion of consumers with our products in store (both off- and online).

Develop and execute promotional campaigns, including seasonal promotions, proposition, and co-marketing initiatives. Manage the budget in close collaboration with Sales, ensuring the appropriate

Monitor and analyze the performance of promotions, providing insights and recommendations for improvement to key stakeholders

Plan and execute Trade Shows, retailer events and instore branded space, working with regional hub and relevant agencies to deliver best-in-class execution

Understand performance of existing POS activations and drive changes where needed.

Develop and maintain Brand Shops on retailers' websites in accordance with NPD launches.

Ensure all data, assets and product information is provided to retailers for product listing in time and in line with launch dates.

Drive country marketing initiatives to deliver and own the sales out number

Manage and coordinate marketing co-op budgets, aligning closely with Account Manager to optimize spend

ATTRIBUTES & SKILLS (REQUIREMENTS):

Bachelor's degree in marketing, business, communications, or a related field.

Fluent English and Polish

5 years + of working experience in a related field with in-depth understanding of the distribution and retail landscape in Eastern Europe

Team player personality.

Flexibility and ability to win in a fast-paced environment – we learn every day and therefore things are changing fast at SharkNinja

Ability to work in a global environment and understand structures and roles & responsibilities.

Good level of presentation, written and verbal communication skills.

High level of ownership and entrepreneurial spirit.

Ability to think creatively and develop innovative solutions.

YOUR ROLE in DIVERSIFYING

As a corporate citizen, learn and support SharkNinja's Diversity, Equity & Inclusion strategy.

Be an Ally, find internal Champions.

Explore SharkNinja's Employee Resource Groups or volunteer to serve on committees that organize diversity-related events and activities.

Participate in employee engagement surveys and respond as openly and honestly as possible.

Become culturally competent; take the time to learn about different cultures, races, religions and backgrounds represented by your colleagues.

Treat people in a way they wish to be treated rather than the way you wish to be treated.

YOUR ROLE in leading our SUCCESS DRIVERS & representing our UNIQUE MINDSET

Leads us to be **RARELY SATISFIED**

Make things better each day, **PROGRESS OVER PERFECTION**

Using your knowledge of our consumer, understand that **DETAILS MAKE THE DIFFERENCE**"

Deliver something great; **WINNING IS A TEAM SPORT**

Be clear and honest, **COMMUNICATING FOR IMPACT."**

SharkNinja is voted **2022 Best Places to Work** Boston and **100 Best Large Companies to Work For** As a subsidiary of JS Global Lifestyle Company Limited (Hong Kong: 1691), a leader in small household appliance innovation, we are ranked in the top three for the '**Best ESG Management Company**' in consumer necessities sector by leading international financial magazine, Institutional Investor, in June 2022. We strive to get smarter and are dedicated to integrating DEI in our processes, practices, and policies. Some of our benefits include 4 Global DEI subcommittees, 8 Affinity Groups, 5 Business Resource Groups, Cultural Celebrations, Summer Half Day Fridays, Volunteer Impact Day/Activities, Mentorship & Coaching Programs more. Plus, your first SharkNinja product is on us, and you can enjoy discounted products throughout the year.

Explore SharkNinja on our social channels:

At SharkNinja, Diversity, Equity, and Inclusion are vital to our global success. Valuing each unique voice and blending all of our diverse skills strengthens SharkNinja's innovation every day. We support ALL associates in bringing their authentic selves to work, making an impact, and having the opportunity for career acceleration. With help from our leadership, associates, and our community, we aim to have equity be a key component of the SharkNinja DNA.

YOUR ROLE in leading our SUCCESS DRIVERS & representing our UNIQUE MINDSET

Lead us to be "RARELY SATISFIED"

Make things better each day; "PROGRESS OVER PERFECTION"

Use your knowledge of our consumer, understand that "DETAILS MAKE THE DIFFERENCE"

Deliver something great; "WINNING IS A TEAM SPORT"

Be clear and honest, "COMMUNICATING FOR IMPACT"

Explore SharkNinja on our social channels: SharkNinja's Candidate Privacy Notice can be found here:

We do not discriminate on the basis of race, religion, color, national origin, sex, gender, gender expression, sexual orientation, age, marital status, veteran status, disability, or any other class protected by legislation, and local law. SharkNinja will consider reasonable accommodations consistent with legislation, and local law. If you require a reasonable accommodation to participate in the job application or interview process, please contact

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