

Trade Marketing Manager, Europe

(London, UK)

About the job

An exciting opportunity has arisen for a **Trade Marketing Manager, Europe**, to join one of the world's leading specialist audio brands, KEF. This role is varied and offers exciting opportunities to be a key part of the team and driving our trade marketing initiatives in Europe.

To apply, you must be a commercially driven marketing professional, with extensive experience in Trade Marketing and a passion for retail excellence across diverse European markets. A passion for sound is a given!

Role Summary

As the Trade Marketing Manager, Europe, you will play a critical role in driving and executing trade marketing strategies across multiple European markets. Your focus will be enhancing brand visibility, retailer partnerships, and in-store performance. This requires creating a cohesive plan that aligns with regional and global marketing objectives to deliver successful trade campaigns and events across the continent.

Working in close collaboration with local marketing teams, retail partners, and the broader European marketing organisation, you will ensure the effective delivery of trade-specific programs. This includes managing the execution of point-of-sale (POS) strategies, promotional plans, partner learning-management-system (LMS) rollout, and retail merchandising activities, driving trade engagement and sales uplift.

Refining and improving trade marketing processes to ensure they are streamlined for efficiency will be integral to your work. You will also ensure the localisation of marketing assets and materials, and tailor them to meet the diverse needs of different European markets whilst aligning with global brand standards.

Reporting to the Marketing Director, Europe, you will be accountable for the successful implementation of retail activations, trade shows, and B2B events with local teams, as well as tracking and reporting on trade marketing budgets across the region.

Responsibilities include:

- **Trade Marketing Campaigns:** Lead the development and execution of integrated trade marketing campaigns across Europe, ensuring alignment with global marketing strategies.
- **Retailer Partnerships:** Build strong relationships with key retail partners, ensuring optimal execution of in-store promotions, POS materials, and merchandising.

- Trade Shows & Events: Plan and execute regional B2B trade shows and events, ensuring impactful brand representation and engagement.
- Localisation: Adapt global marketing assets to fit local markets, ensuring relevancy while maintaining brand consistency.
- Training: Ensure smooth roll out and optimized access to learning resources for our pan-EU retailer network.
- Budget Management: Monitor and track trade marketing spend across the region, ensuring efficient use of resources and return on investment.
- Collaboration: Work closely with the Marketing Director, Europe, as well as local marketing and sales teams to ensure seamless execution of trade activities.
- Performance Reporting: Provide regular updates on trade marketing performance, including campaign impact, retail execution, and budget utilisation.

Skills, Experience and Competencies

- Proven experience in trade marketing, ideally within a retail or consumer-facing environment across multiple European markets.
- Experienced manager or team leader.
- Expertise in developing and executing POS strategies, retail campaigns, and in-store merchandising activities.
- Experience in managing European trade shows and B2B events.
- Strong track record in working cross-functionally with regional teams and retail partners.
- Excellent project management skills, with experience handling multiple stakeholders and managing complex timelines.
- Proficiency in trade marketing tools and platforms; experience with CRM and marketing automation systems is advantageous.
- Fluent in English, both written and spoken; additional European languages are a plus.
- Experience in managing trade marketing budgets and ensuring optimal use of resources.
- Commercial acumen, with a focus on driving retail performance and return on investment.
- Excellent team player
- Experienced working with diverse cultures
- A degree in Marketing, Communications, or a related discipline is preferred or equivalent experience
- Must hold a valid passport, as some travel outside of the UK will be required

We offer a competitive salary, bonus, company pension scheme, a career development opportunities

KEF is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, sex, age, colour, religion, sexual orientation, gender identity, national origin, protected veteran status, or on the basis of disability. Personal data collected will be treated as strictly confidential and used for recruitment purposes only.

Applications are to be made via LinkedIn by following the link below:

[Trade Marketing Manager, Europe | LinkedIn](#)