

Job Framework

Job Title	Trade Marketer	Cost Centre	
Location	Kampala, Uganda	No. of Direct Reports	
Reporting to	Marketing and Communications Lead	Budget (Y/N)	Responsibilities Y

The Role

The Trade Marketer will support Marie Stopes Uganda's (MSUG) efforts to grow brand presence, product visibility, and sales for socially marketed products, including Lifeguard, Flame Condoms, Back-Up EC, WellPlan Contraception, and others, across pharmacies, supermarkets, drug shops, clinics, and online platforms.

This role drives demand generation and strengthens partnerships with distributors, stockists, and retailers to ensure our products are well-positioned, readily available, and competitively marketed. It plays a critical role between the Marketing, Commercial Sales, and Product teams to amplify visibility and drive product uptake.

Key Responsibilities

1. Channel Strategy Development:

- Develop and implement trade marketing strategies to optimise product placement across various sales channels.
- Identify new market opportunities, distribution partners, and stockist networks to expand market reach.
- Leverage cost-effective opportunities to increase brand presence and product accessibility

2. Distributor and Retailer Relationship Management

- Work with the Medical Sales Representatives to build and maintain strong, collaborative relationships with distributors, wholesalers, and stockists.
- Negotiate shelf space, visibility agreements, point-of-sale promotions, and in-store marketing support.
- Provide ongoing support to stockists to maximise product availability and visibility.

3. Point of Sale (POS) Marketing:

- Design, execute, and monitor in-store promotions, display campaigns, and branded materials to enhance product visibility and conversion at retail points.
- Conduct regular market visits to ensure products are correctly stocked, priced, and merchandised.

4. Promotional Campaigns and Activations

- Plan and coordinate promotional events, activations, and campaigns to boost awareness, brand loyalty, and sales.
- Collaborate with Commercial Sales and Marketing teams to align Above-the-Line (ATL), Below-the-Line (BTL), and Through-the-Line (TTL) promotional campaigns with the brand objectives.

5. Market Research and Competitor Analysis

- Collect and interpret data on consumer behaviour, market trends, competitor actions, and channel performance to generate actionable insights that guide marketing and sales strategies and uncover new growth opportunities.

6. Training and Support:

- Deliver product knowledge training to commercial sales teams to strengthen their ability to promote MSUG's products effectively.
- Develop marketing materials (detailed aids, fact sheets, posters, FAQs, brochures, in-store merchandise) to enhance trade partner engagement.

7. Sales Data Analysis:

- Analyse sales data to evaluate the effectiveness of trade marketing initiatives and channel performance.
- Regularly report on key trade KPIS and recommend optimisations based on performance trends.

8. Budget and Resource Management

- Manage the trade marketing budget efficiently, ensuring cost-effective implementation of strategies.
- Track expenses and forecast resource needs accurately to support planning and reporting.

Key Performance Indicators:

1. **Market Share:** Growth in market share within each of the product categories and comparative performance against key competitors.
2. **Distributor Reach:** Number of new outlets/distribution channels acquired and expansion into new geographical markets/segments.
3. **Product availability and visibility:** percentage of coverage universe where products are available and in stock. Shelf space and positioning in key stockists' locations
4. **Promotion effectiveness:** Success of promotional campaigns in driving sales and increasing brand awareness to B2B and B2C clients.
5. **Positive return on investment** for trade promotions and in-store activities.
6. **Point of Sales Execution:** Effectiveness and impact of in-store displays, signage and other POS materials.
7. **Customer Acquisition and Retention:** Increase the number of new customers acquired through trade marketing efforts and the retention rates of existing customers and repeat purchases.
8. **Sales Growth:** Increase sales volumes and revenues of the products within the retail channels. Achievement of sales targets for specific campaigns/periods.
9. **Retailer Engagement:** Number and quality of retailer partnerships. Retailer satisfaction and feedback scores.
10. **Training and Support Impact:** Feedback from retailers and sales staff on training programs. Improvement in retailer and sales staff knowledge and ability to sell the products.
11. **Brand Perception:** Impact of trade marketing activities on brand perception and awareness.

Experience

- At least 5 years of experience in trade and product marketing.
- Experience of over three years in undertaking similar assignments
- Ability to build effective relationships, influence and negotiate with internal and external stakeholders at every level of seniority.
- Ability to develop innovative and practical solutions to challenges.
- Ability to gather and interpret client insights and turn client insights into action plans
- Experience of developing and executing successful demand-generation strategies
- Ability to present work at external events, including some out-of-hours travel and working
- Excellent engagement with informational technology and social media platforms
- A proven record of partnership working to achieve better results
- Experience in project managing marketing projects, including developing concepts for audience-specific projects.

Qualifications and Training (essential/ desirable)

- Bachelor's degree in marketing management or related fields.
- Has a valid driving permit, with at least two years of driving experience.
- Knowledge of family planning is an advantage.

Personal Attributes

Successful performance at MS is not simply defined in terms of 'what' people achieve, but equally is about 'how' people go about their jobs and the impact that they have on others. There are 13 key behaviors that MS encourages in all employees, and they are defined below:

- **Initiative:** Thinking ahead and taking action to make the most of opportunities by finding the optimum solution in this role, you must be alert to strategic programme opportunities and threats and take action to use them. You will take initiative with your team and across the ET to realise efficiencies and impact
- **Innovative:** Thinking creatively so that ideas generated create a positive outcome. In this role, creativity will be needed to realise new sources of funds and new ways of creating CYPs.
- **Effective Communication:** Communicating through active listening and good questioning techniques, using appropriate body language, ensuring information is clear and concise.
- **Team Player:** Working as part of a team by being supportive, flexible and showing respect for each other
- **Responsive:** Being responsive to changing priorities and demands. Your plan will be clearly made out and changes will be agreed and reported regularly and on time

Marie Stopes Values

- **Mission driven:** With unwavering commitment, we exist to empower women and men to have children by choice, not chance.
- **Client-centred:** We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

TRADE MARKETER



- **Accountable:** We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.
- **Courageous:** We recruit and nurture talented, passionate and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.
- **Resilient:** In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.
- **Inclusive:** We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

Application Process

- Submit your cover letter, CV, and academic documents as a single PDF file.
 - Include the job title "Trade Marketer" in the subject line of your email.
 - Send your application to jobs@mariestopes.or.ug
 - Deadline: 12th May 2025
1. MARIE STOPES IS AN EQUAL OPPORTUNITIES EMPLOYER, COMMITTED TO SAFEGUARDING HUMANITY AND EXPECTS ALL POSITION HOLDERS TO SHARE THIS COMMITMENT.
 2. MARIE STOPES HAS A WELL-GUIDED AND TRANSPARENT RECRUITMENT PROCESS THAT REQUIRES NO PAYMENT OR SEXUAL FAVOURS FROM ANY CANDIDATE/JOB APPLICANTS/POTENTIAL JOB SEEKERS AS A PRE-EMPLOYMENT REQUIREMENT.
 3. QUALIFIED FEMALE CANDIDATES ARE ENCOURAGED TO APPLY.