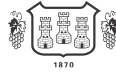


TORRES



## **SHOPPER ACTIVATION TRAVEL RETAIL SPECIALIST**

For our Travel Retail channel, we are currently looking for a **Shopper Activation Specialist**. This position is based in Vilafranca del Penedès, our Barcelona Headquarters.

### **Job Description**

Reporting to the Global Travel Retail Manager, in close relationship with the global Trade Marketing team, his/her main responsibilities will be:

- Implement the Trade Marketing plans (Wine & Spirits Divisions) for the travel retail channel in the assigned markets.
- POS management
- Train the promoters about product knowledge, campaigns, promotions, etc.
- Coordinate, roll-out and follow up: openings, campaigns, direct marketing, and promotions.
- Market analysis.
- Propose and recommend innovative Trade Marketing tools and activities to the Global Trade Marketing team.

### **Candidate's profile**

Education: University Degree in Business studies (BBA, MBA or similar)

Languages: Fluency in Spanish and English is required. A third spoken language would be appreciated.

Experience: Around 3 years of experience in Marketing or Sales roles in the travel retail channel.

Skills: Integrity, initiative, organization, customer focus, oral communication, flexibility and enthusiasm.