

# Trade Marketing Specialist

**EPPC Kosovo**, on behalf of its client, one of the largest companies in the **retail industry** in Kosovo, is recruiting a **Trade Marketing Specialist (Merchandising Coordinator)**.

## Position Description:

Responsible for the implementation of in-store marketing and merchandising strategies, this role focuses on enhancing product visibility, managing promotional activities, and developing effective communications to increase sales and consumer engagement.

## Essential responsibilities:

- Monitors market trends, competitive activities, and consumer behavior to identify opportunities for effective promotion of campaigns and products.
- Plans and organizes in-store promotional activities for various product categories and monitors their implementation.
- Develops and designs strategies that drive sales and increase product visibility in-store to maximize shelf space and attract consumer attention.
- Monitors the effective placement and communication of products on shelves and through silent promoters (promotional materials and materials related to product benefits, technologies, etc.).
- Trains store staff on new products features and the use of in-store silent promoters to enhance visibility.
- Keeps updated with new technologies and projects/products, highlighting competitive advantages for more effective in-store communication.
- Organizes campaigns and events in-store in collaboration with the brand and corporate coordinator.
- Provides monthly reporting on store performance in terms of product visibility, promotional activities, and recommends changes to improve communication (during promotional activities, new store openings etc).

## Qualifications and competencies required:

- University diploma in Marketing, Management, or a related field.
- Proven experience in organizing marketing activities in the retail sector.
- Understanding of market dynamics and consumer behavior.
- Analytical skills, critical thinking, and problem-solving abilities.
- Attention to detail and self-initiative.
- Excellent communication and interpersonal skills.
- Good command of English and Albanian language, written and spoken.
- Computer literacy, good knowledge of MS Office.

## Facts and Figures:

|                  |                                   |
|------------------|-----------------------------------|
| <b>Position:</b> | Trade Marketing Specialist.       |
| <b>Location:</b> | Prishtina.                        |
| <b>Salary:</b>   | Competitive.                      |
| <b>Contract:</b> | According to Labor Law of Kosova. |
| <b>Deadline:</b> | 23.02.2025.                       |

## How to apply:

To apply for the position, please send your CV and related documents, specifying the position you are applying for **"Trade Marketing Specialist"**, to the email address:

[kosovo@eppc.al](mailto:kosovo@eppc.al)

You will be contacted by EPPC Kosovo only if your CV and supporting documents are qualified by our evaluation team.