

Channel Marketing coordinator

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Company: Lenovo

Location: Bogotá

Category: other-general

Description and Requirements

Job Details

- Job Posting Title

Channel Marketing coordinator

- Job Description

Motorola Mobility, a Lenovo Company, is one of the world's fastest growing smartphone providers, creating groundbreaking, affordable, high-quality products designed and built with the global customer in mind.

And it's our people who make this all happen. We are thinkers, risk-takers and problem solvers, working together to constantly challenge the status quo. If you share our commitment to ingenuity, creativity and innovation, we want you to help us define our world of tomorrow. Explore the opportunities and apply today.

Role Responsibilities:

- Development of Customer Marketing Plan: Plans and executes the marketing strategy, aligned with Brand and business goals driving sales, brand, and market share.
- Develops and strengthens the relationship with current clients and channel partners, developing consumer programs that support sell-in, sell-through and sell-out.
- Development of Incentives programs to accelerate sell out and maintain loyalty.
- Negotiation of co-branded marketing campaigns and visibility programs for the brand.
- Manages budget and processes.
- Leading communication with clients, suppliers & Motorola internal team.

- Guaranteeing right Brand implementation (digital, print, POS materials).

Position Requirements:

- Bachelor's degree in business administration, economics, industrial engineering, design or equivalent careers are accepted.
- Experience in customer management
- Experience in trade marketing, sales or marketing areas
- Experience in planning and managing activities at points of sale
- Budget management
- Strategic thinking
- Availability must be willing to possibly travel
- Skills: teamwork, good communicator, autonomous, work under pressure, good relationships, fluently in English, dynamic, proactive, can express his/her ideas publicly.
- Prefer TAT experience

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