

**August 1, 2025 | Trade Marketing Executive - Beauty Retail
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Trade Marketing Executive - Beauty Retail

written by Zain group | April 6, 2025



Start Date: 06.04.2025



Expiry Date: 06.05.2025



Job ID: 823456486



Username: zaien



Status: active



Featured: No



Tags: trade marketing, retail, B2B, POS, in-store promotions



Salary: \$50,000 - \$65,000 per year



Address: Atlanta, GA, USA

Description

We are hiring a Trade Marketing Executive to bridge the gap between marketing and sales by developing in-store promotional strategies for retail

partners. This position involves working with merchandisers, sales managers, and brand teams to create attractive in-store displays, promotions, and events.

Responsibilities:

- Plan and execute retail campaigns across physical beauty stores and salons
- Liaise with retailers to secure prime shelf space and promotional visibility
- Manage budgets for trade shows, POS displays, and printed materials
- Analyze retail performance and recommend adjustments
- Collaborate on seasonal campaigns with internal marketing teams

Ideal candidates come with experience in FMCG or beauty retail and understand B2B buyer behavior. Strong organizational and vendor coordination skills are a must.