

## Interim Consulting Shopper Marketing (m/f/n)

**Freelance-ID: OCR-FL-2638**

Consulting our client to define shopper strategies coherent with the brand positioning, able to conquer the targeted shopper profiles by maximizing the purchasing drivers and driving impact in-stores.

### **Tasks:**

Define winning initiatives to win in store and drive sell-out in execution including:

- Pricing
- Visibility
- In store advertising
- Claims
- Sampling
- Driving disruptive sell-out mechanics to beat competition
- Provide the customer teams with Action plan based on shopper research to turn those into actionable insights to enable the sales organization to have a richer dialogue with customers
- Develop and deliver shopper plan by channel based on shopper and channel data and in alignment with category and channel requirements
- Inputs to frame the "must stock list" based on shopper and consumer data and strategy
- Distribution opportunities and action plans to close gaps
  - Stock
  - On-Shelf
  - Sell-out

### **Skills:**

- Business or scientific background, Bachelor degree
- Previous experience in Shopper Marketing and/or trade marketing
- Current or previous experience in Consumer Healthcare or other Pharma Specialities
- Strategic, integrative and analytical thinking
- Creativity and problem-solving
- Digitally Savvy
- Strong business & financial acumen
- Externally focused and customer orientated

### **Language skills**

- Excellent communication and presentation skills (both written and spoken) in English

**Additional Information:**

Location: UK (onsite from time to time)

Remote: tbd.

Project start: from March on

Project end: August

Project duration: 6 months

Workload: 3 to 5 days/week

**Your OCR contact**

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