



Trade Marketing Specialist /Global Marketing/

We are **Roo Brands** - a Bulgarian company founded in 2012 that produces organic raw bars and cookies. Our products have reached 48 countries on 4 continents. Currently Roobar is the market leader in the organic raw food bar category in Europe.

In our own state-of-the-art factory we set the highest quality standards in producing the bars as delicious and authentic as they were in the beginning. Our team with close to 100 people invest their heart in Roobar everyday, because it is easy to unlock your inner superhero when you know your mission is good.

Main responsibilities:

- Assisting with the development of the global brand strategy and its deployment in each country;
- Analyzing markets, shopper trends and price positioning;
- Communication with international agencies and partners about promotions, degustations, points of sale activities and different ways of telling our brands story to the consumers;
- Coordination with all local partners in each country with the aim to develop marketing materials – supporting the annual Marketing plan;
- Assisting in identification of new customers/channels.

Desired Skills and Experience:

- 2-3 years of experience in Trade marketing, preferably on an international scale;
- Experience in FMCG industry is a must;
- Experience in working with printing houses;
- Proficiency in English (German language is a bonus);
- Bachelor's/Master's degree in Marketing;
- Must be organized and self-driven to maintain high productivity;
- Ability to analyze and report on data.

Superheroes deserve:

- Working for a socially responsible company;
- Working in a dynamic and positive team;
- Various and challenging projects;
- Career growth opportunities;
- Competitive remuneration package.

Are you ready to unlock your inner superhero? If so, send your CV to hr@roobar.com.