



Job Description

Job Title	Business Analyst – Sales & Marketing
Department	Retail Sales and Marketing
Reporting Relationship	Director of Product Marketing
# of Employees Supervised	0

Job Summary

The Business Analyst-Sales & Marketing researches, analyzes, and synthesizes data and information to provide guidance for internal and external customers. This would include internal corporate reporting on all key initiatives, business case studies, account and market trends, and business and trade spend efficiencies.

The position provides support specifically focused on our internal data warehouse information, Proforma development and analysis at the account level, and corporate aggregating and reporting on both. This position will work with our syndicated database, and data warehouse, and provide category management support including analyses, trade strategy, and financials. Direct involvement in the Sales Department corporate initiatives, budget, trade spend and analysis, new items development and launch, and forecasting processes.

This position will provide support in managing the promotional approval documentation process, budget development, and RFP process, internal costing and customer pricing. Also, will have contact with Finance, Operations, and Marketing as a data representative for the Sales team.

Primary Duties & Responsibilities

- Create analysis of all data sources for internal reporting and projects.
- Develop analysis of third party market data to drive retailer partnership.
- Support category management initiatives through financial analysis.
- Administrative oversight of deductions, in concert with Sales Administrator.
- Support account specific RFP process, pressure testing financial proposals with Trade Marketing Manager.
- Support annual budget development – led by Director-Product Marketing.
- Support development of annual plans through sales team, and internal departments
- Support development of new product programs in Stage Gate process.
- Support trade spend analysis using internal data, syndicated data, and market trends
- Provide category management and analytical support to internal stakeholders and the Region Sales Managers using external market research data and internal sales analysis reports. Assist in creating the corporate category management platform.
- Ad hoc data analysis and team support on special initiatives.
- Support development of account specific strategic plans for Top 30 retailers.
- Return on investment analysis for financial investments, both pre and post execution.





Educational & Job Requirements

- Degree: BS/BA minimum. Financial focus preferred
- 5+ years' experience
- Fast paced multi-tasking efficiency, and time management skills a must
- Personal work ethic, commitment to task, and drive for success
- Experience with syndicated data analysis and utilization in a grocery environment
- CPG Food experience a plus
- Administrative financial management
- Directly relevant sales support role experience preferred
- Experience developing and implementing budget plans and managing expenditures
- Category Management responsibilities
- Internal data warehouse experience and expertise
- General P&L knowledge
- Ability to think strategically, creatively, and analytically
- Capability to manage projects and plans cross-functionally
- Strong oral and written communication skills
- Advanced computer skills, including all Microsoft Office, PowerPoint, Word, and Excel
- Ability to interact with and adapt to different personalities and work styles
- Team building and team support working style
- Ability to work well under pressure and time constraints

