



Bigelow Tea Job Posting

Position Available:	Category Management Analyst
Department:	Sales & Marketing
Position Reports to:	National Sales Manager-Retail
Shift/Hours:	First Shift
Location:	Fairfield, CT

SUMMARY

Assist National Sales Manager . Retail in the support and development of the Retail Business Segment. This person will use Category Management tools & methods to support fact-based selling, provide impactful decision support, and enhance long-term relationships with customer through objective insight, development and presentation in order to drive sales growth and profitability.

Essential Duties and Responsibilities:

- Prepare and deliver sales presentations regarding key retail initiatives such as: category reviews, new product introductions, SKU optimization, POG recommendations and development, and distribution opportunities.
- Interact with Sales Team in the development of the retail business; responsibilities include establishing key customer goals, understanding key customer initiatives, promotional planning and evaluation, category reviews, and category management initiatives.
- Support the development of a platform for becoming the Category advisor to our key retail and distributor partners.
- Participate in the development of new Channels; responsibilities include assessing the volume opportunity, recommending item mix or development of a customized approach, preparing presentation, and preparing promotional support plan.
- Analyze the effectiveness of trade promotions and make recommendations for improvement.
- Evaluate category trends and make recommendations on new item opportunities.
- Prepare and analyze Nielsen consumption, SPINS consumption, and Corporate Sales Reports
- Manage and maintain syndicated database to ensure data quality and delivery.
- Liaise with syndicated data agencies (A.C. Nielsen, etc)

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

- Proficient in syndicated data platforms; ACNielsen or IRI
- Working knowledge of syndicated data and reporting
- Proficient in MS applications (word, excel, PowerPoint)
- Plano gram software experience a PLUS
- Ability to work independently as well as part of a team
- Self starter
- Presentation skills
- Analytical skills
- Creative
- Flexible
- High level of organizational skills
- Detail oriented

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (B.A/BS)) from a four year college or university; three . five years CPG industry experience and/or training in the CPG industry; or equivalent combination of education and experience.

Please e-mail us your resume at hr.recruit@rcbigelow.com. Please do not call. We will review resumes and if we feel that your skill set meets the job requirements, we will contact you and set up an interview, at which time you will fill out an application.

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