

CATEGORY ANALYST MANAGER

The Category Analyst Manager contributes to the success of Diversity Connected by being accountable to drive client sales and equity, along with category growth through the delivery of best-in-class category thought leadership, insights, analysis and reporting both directly to our CPG customers and through our field-based Category Development partners.

The Category Development position has three main goals: Win the Shelf, Brick & Mortar 2.0 (re-defined aisle + Out Of Aisle Merchandising), and Win in Omni Channel (physical store and online). In support of these goals, the category development analyst will be accountable to help create strategies to set up brands managed by Diversity Connected to grow disproportionately at Walmart through mutually beneficial category stories, thoughtful analysis, fact based selling stories, best in class category management processes and Diversity Connected Multi Cultural Shopper Inspired Principles. This position also works cross functionally across team to serve as the category expert to enable better decision making across the organization through data, insights and analytics.

KEY AREAS OF RESPONSIBILITY

Responsibilities and essential job functions include but are not limited to the following:

- Assists in the development of category and shopper insights (as opposed to consumer insights) presented as concise, compelling selling stories to support business objectives down the aisle.
- Leverages eCommerce shopper insights focused on enhancing shopper's digital experience to drive conversion and win the digital shelf.
- Provides business analysis to deliver greater share of promotion, distribution and shelving for NCP
- Identifies category trends and business opportunities and recommends solutions that benefit our Customers
- Leverages and exhibits strong working knowledge of multiple syndicated data sources and tools, including IRI and/or Nielsen; demonstrates an advanced knowledge of Microsoft Office Excel and PowerPoint
- Leverages analytic tools, including internal DC specific data and tools, to develop new department and category insights
- Develops national Category Development selling stories to deploy to the Field Category Development teams, as well as our Sales Agency, for use with specific customers

POSITION REQUIREMENTS

- Develops custom reporting solutions using new and existing technologies/tools
- Manages relationships with external data supplies to understand the latest consumer insights
- Partners closely with Sales, to understand the latest category and consumer insights
- Assists in selling DC Shopper Inspired Principles across customers
- Creates DC "gold standard" planogram for specific categories and brands
- Leverages space management software to analyze days of supply, inventory turnover, space to sales, etc.
- Challenges and inspires team members to achieve business results
- Collaborates with the team on annual goal setting process; identifies strategic opportunities, analyzes and aligns activities with the team's business plans.

COMPENSATION

- A unique growth opportunity
- The opportunity to learn and grow as we grow
- Diverse responsibilities
- Control over your role
- The freedom to manage your work independently, rather than being managed
- Flexibility
- Shorter work weeks
- Casual family oriented atmosphere
- Competitive Salary
- Health, Dental & Vision Benefits

Salary: \$40,000