

# Senior Sales Analyst, Gloucester, MA

Be part of something BIG here at Gorton's. With the iconic yellow slicker and a catchy jingle, Gorton's is now reaching more households than ever. As the #1 brand within Frozen Prepared Seafood, we have long been committed to a passion for the consumer and driving growth through innovation. We are looking for equally passionate people to help us fulfill our mission of spreading the goodness of the sea to everyone!

**Position Summary:** We are looking for a Senior Sales Analyst to join our team. The Senior Sales Analyst will be responsible for analyzing consumer and category data to provide business insights and recommendations to improve sales, operations, and profitability for our markets. This individual will be working cross functionally with other sales, strategy, marketing, eCommerce, and insights teams.

## **What you'll do:**

- Analyze complex sets of data to provide insights and recommendations addressing product, placement, pricing, and promotions to support the achievement of sales and marketing objectives.
- Project work will include analytics related to topline reporting, sales reviews, category line reviews, overall business trends, merchandising, assortment, pricing, and shelving across the omnichannel landscape.
- Identify and validate opportunities within a given category, market or division using customer POS, syndicated data, category roles, competitive pricing, frequency reports, elasticity reports, market data, eCommerce data, and other sources.
- Assist in managing relationships with key customer contacts to maximize these partnerships and enhance selling opportunities.
- Develop regular reporting and dashboards that enable leadership to quickly understand market trends and opportunities.
- Lead the strategic analysis for your assigned region of both customer-provided and syndicated data to drive assortment, merchandising, pricing, and shelving decisions (including Plan-o-gram development)
- Assist team manager in coaching/training teammates in syndicated data, customer POS data, Excel, Power BI, presentation creation, data visualization, etc.
- Conduct market visits that include Shopper Insights, Retail audits, Account calls, and Business planning sessions

## **What you'll need:**

- Minimum 3 years of analytical experience in consumer goods, retail, or other relevant industry experience
- Knowledge and experience with syndicated data, customer card/POS data, and panel data and their application (ie. IRI, NPD, Numerator, 84.51, dunnhumby, Stratum, Spectra/demographics)
- Strong proficiency in Microsoft Word, Excel, and PowerPoint. Expert level Excel with experience using tools such as XLOOKUP, Advanced conditional formatting, Pivot Tables/charts and reporting, Data simulations, etc.
- Strong attention to detail and technical, report running and analytical abilities.
- Solid communication skills to include verbal, presentation, and written capabilities.
- Excellent project management and problem-solving skills
- 10-15% travel may be required.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States.

**Gorton's is an Equal Opportunity Employer**