

Revenue Growth Analyst

Summary

We are looking for an individual who values the opportunity to make a difference and enjoys working in a fast-paced, team-oriented environment.

The Revenue Growth Analyst will play a vital role in building a best-in-class revenue management capability at Gorton's. You will enable better decision making through predictive analytics to deliver revenue growth, increased profit, and market share. You will be responsible for discovering insights, identifying opportunities, and creating tools and processes that help increase trade investment productivity and drive profitable growth. You will be responsible for analyzing a broad set of market data related to pricing, promotion, assortment, sizing, and pack types for Gorton's and the category.

Accountabilities

- Work with the RGM and Marketing team to develop portfolio and brand trade strategies, guardrails and guidelines, and price/pack architecture
- Assist in development of trade investment allocation strategies to help steer funding decisions to meet sales growth and profitability objectives
- Understand how the full pricing architecture impacts customers and channels - including the inter-relationship between EDLP, non-promoted, and promoted pricing
- Proactively uncover opportunities and manage risk while working closely with cross functional groups from sales, marketing, and finance
- Advise management team on strategic business decisions, promotional and ROI analysis, and syndicated data analysis to ensure achievement of annual operating plan
- Be a subject matter expert on existing RGM tools with continuous focus on identifying ways to improve dashboards, tools, and processes
- Lead customer planning workshops and business reviews to optimize annual plans based on quantitative insights
- Contribute to business development initiatives as part of cross functional team

Qualifications

- 2-5 years of experience in Revenue Management, Business Development, Trade Analytics, Sales, Finance, or Customer Marketing within the CPG industry
- Strong problem-solving skills
- Proficient in Microsoft Office Suite
- Strong listening and communication skills
- Working knowledge of syndicated data (IRI/Nielsen)
- Bachelor's degree in business related field
- Ability to travel (10-15%)

Candidates must have permanent U.S. work authorization.

Gorton's is an Equal Opportunity Employer