

Annie's Inc.  
Trade Marketing Manager

Located in Berkeley, California, Annie's, Inc. holds the Natural/Organic leadership position across brand banners Annie's Homegrown (macaroni & cheese/pasta entrees, crackers, cookies, cereal, fruit snacks) and Annie's Naturals (dressings, condiments, BBQ sauce, gourmet olive oils). The company has a long tradition of social and corporate responsibility, and believes in the importance of sustainable farming practices that respect the earth and its inhabitants. Annie's products are distributed across channels including grocery, natural, mass merchandisers and club stores.

**The Position:**

Annie's Inc is seeking a dynamic Trade Marketing Manager to lead the development of channel specific trade promotion strategies and manage the overall trade spending budget via MEI (TPM system). The TMM is responsible for national trade plans that ensure the company achieves its volume, profit and trade funds expense targets. He/she will work to translate strategic direction/insights into annual trade plans while continuously evaluating effectiveness of promotions and efficiencies of trade spending. This role acts as the primary liaison between field sales organization and all internal functions (including Brand Management, Innovation, Finance, Operations, IT & Executive Management) to support field needs related to sales, displays, and presentations to support sales initiatives. All business activities must be done in a way that underscores the social mission of the Annie's brand.

**The Candidate:**

The ideal candidate will have experience in Sales, Sales Planning, and/or Trade Marketing with a successful CPG company (Food & Beverage preferred but not necessary). He/she will be able to demonstrate leadership, flexibility, diplomacy, and facilitation skills in working with all team members and external partners. Excellent communication and presentation skills (written, verbal and electronic) are essential in this role.

**Essential Responsibilities:**

- Develop trade & category management strategies across portfolio for annual & ongoing business planning
  - Work with Sales & Marketing teams to develop product and promotion strategies across all major categories
  - Provide Customer SWOTs and MAPS analysis on key product groups
  - Develop guidelines for trade spending with sales management, including slotting, trade promotions and non-volume building activities. Track the implementation of these guidelines and ensure delivery of expectations
  - Provide post-promotion trade spending analysis, ROI, and recommendations for future promotion events
  - Own scenario planning, utilizing the output of performance assessment to help optimize sales and marketing activity and improve effectiveness
  - Support field sales through the development of fact based, compelling sales presentations that deliver against key initiatives
- Manage overall trade spending budget through TPM MEI system
  - Lead development of trade spending strategies across all channels and product groups improving the efficiency and effectiveness of trade promotion dollars
- Serve as liaison and support for Field Sales Managers & Brokers
  - Prepare/publish weekly field updates on execution, resources, and key initiatives
  - Create customer specific business reviews and general category business reviews
  - Perform tracking and analysis of key drive promotions & distribution initiative
  - Assist with Broker Management tools & support – contribute to Broker Reviews, performance scorecards, etc
  - Develop pricing analyses and implications for Trade
- Assist in creating the agenda and content for National Sales Meetings. Present findings, initiatives, and share best practices during these meetings

Functional Requirements:

- Strong strategic skills with experience in annual business planning and budget management
- Strong analytical skills with demonstrated experience utilizing and activating data: consumption data (Spins & Nielsen), shipment data, pricing/post promotion analyses.
- Expertise in developing persuasive presentations leveraging data-driven insights and facts.
- Ability to handle complex issues under tight time lines.
- Excellent leadership and negotiation skills. Able to influence others.
- Expertise across multiple Systems (MS Office, MEI, Spins, Sequoya, etc.)
- Excellent communication and presentation skills are essential
- Very strong team player, ability to work with and influence cross-functional teams to achieve results
- Experience with and passion for natural and organic products a plus

Education & Experience:

BS/BA

5-7 years CPG sales/trade experience at a CPG company

Key or National Account Management experience

Position Location:

Corporate Office, Berkeley CA

A competitive compensation and benefits package is offered, including profit-sharing, 401(k) with company match, and comprehensive insurance coverage. Annies, Inc. offers a professional working environment that promotes teamwork, creativity, and supports individual growth. We look forward to your submission. Local and qualified candidates can submit resume and salary requirements to [jobs@annies.com](mailto:jobs@annies.com).