

Annie's Inc
Trade Marketing Analyst

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 Analyst to assist in the management of the Trade Marketing software (MEI) and its practical application to the Sales team: working closely with all internal departments on the maintenance of MEI and optimizing Annie's strategic use of the tool to deliver against business objectives. The TMA is responsible for becoming the internal expert on MEI, understanding capabilities and limitations and recommending the best course of action regarding plan entry, reporting and enhancement roll-outs. He/she will work to translate strategic direction/insights into actionable steps in MEI, while conducting necessary training both internally as well as with Annie's broker sales partners. The TMA will contribute to the creation of policies and procedures for the internal and external use of the MEI tool. In addition the Trade Marketing Analyst will help manage the daily administration of the MEI tool, including managing customer hierarchies, sales permissions, and proper item segmentation.

In addition this person will play a key role in the management of deduction balances from a sales perspective, proactively identifying instances where Sales needs to engage in the resolution or repayment of deductions. Areas of responsibility are working with Sales to monitor progress against aged deduction and repayment balances via facilitation of bi-monthly meetings and reporting results. All business activities must be done in a way that underscores the social mission of the Annie's brand. Local, qualified candidates can submit resume and salary requirements to jobs@annies.com.

The Candidate

The ideal candidate will have experience in Sales, Business Development, and/or Trade Marketing software with a successful CPG company (Food & Beverage preferred but not necessary). The candidate will be willing to support all facets of the team as needed exhibiting flexibility to assist with problem resolution on demanding timetables. 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

- Manage the Trade Promotion Management software from a Sales perspective
 - Primary liaison between TPM team and internal IT department
 - Develop customer and product hierarchy in ERP system to interface into TPM tool
 - New item and customer set up in ERP system for TPM integration
 - TPM tool new user profile set up and current user profile maintenance
 - TPM tool log in issues
 - TPM tool internal and external user reporting
 - Creation of promotion templates and updating event status and budgeted spending for selected events based on guidance from Sales leadership
 - Support field sales in TPM tool when forecasting and planning
 - Provide pricing information to the TPM tool to in advance of the start of a new fiscal year
 - TPM user training for planning, reporting, deduction resolution, and check request payments
 - Daily support to field sales and broker partners in TPM tool
 - Regular maintenance in ERP system to manage customer hierarchy, product hierarchy, and field sales structure for interface into TPM tool
 - Facilitate a bi-monthly meeting with Field Sales to resolve deduction and payback issues.
 - Identify and scorecard outstanding and aged deductions and track action steps until resolution is reached.

Functional Requirements

- Strong analytical skills with demonstrated experience utilizing and optimizing TPM data.
- Strong project management skills
- Expertise in taking sales objectives and applying them in Trade Management Software in actionable steps.
- Ability to handle complex issues and multi-task under tight time lines.
- Expertise across multiple Systems (MS Office, MEI, 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
- Advanced Excel & PowerPoint skills
- Demonstrated ability to learn relevant computer applications
- Prior experience with Trade Management Software (MEI, Synectics, Demantra, Gelco)
- Prior experience with syndicated consumption data (IRI, Nielsen, Spins) beneficial
- Passion for natural and organic products a plus

Education & Experience

BS/BA

2-5 years CPG sales/trade experience at a CPG company

Familiarity with MEI Trade Management Software a plus but not required

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. Annie's, Inc. offers a professional working environment that promotes teamwork, creativity, and supports individual growth. We look forward to your submission.