

Position Title: Manager, Strategic Accounts

Location/Department: Michigan / Channel

Reports To: Director, Strategic Accounts

Date: 1/18/11

Band: E3

Job Posting #: 11-008

POSITION SUMMARY:

Responsible for managing the CWUS portfolio in all sales and analytical aspects for Channel Team.

RESPONSIBILITIES:

- Budgeting and Forecasting of Channel Management Plan
- Buyer sales call as well as direct consultation with Category Management Team
- Communication of all programs, opportunities, presentation recaps with appropriate CWUS operating company field organizations and distributor network
- Distributor management and counseling on retailer specific issues
- Work with merchant team to manage all current and/or new SKUs
- Creation and Implementation of schematics as allowed by merchant team
- Facilitate all New Item Files and maintenance
- Manage Item presentation process.
- Manage monthly ad plan with the retailer.
- Manage locations: Travel with Merchant team to engage in:
 - Grand Openings
 - Remodels
 - Resets
 - Events
 - Surveys
- Coordinate within all CWUS Operating Companies:
 - Pricing
 - Distribution / Allocation
 - Sales Trends
 - Promotional activity

QUALIFICATIONS:

- **Education/Experience** - Bachelors in Business or equivalent
- 3 years of category management experience highly preferred
- Experience in managing 3 tier system and/or industry experience a plus
- Proven analytical skills and solid knowledge of key finance and accounting concepts.
- **Technical** – Strong PC proficiency, including Excel skills, Powerpoint, Word, Access.
- Ability to put together compelling, easy to understand, visually appealing

- Familiarity with the basic tools of Category Management: Nielsen/IRI, Space Management tools, Market Metrics. Experience pulling and interpreting syndicated data, and dunnhumby software.
- **Professional** - Strong ability to influence, negotiate and build strong relationships with clients and data support companies at all levels
- Strong verbal and written communication skill
- Strong analytical abilities

PHYSICAL REQUIREMENTS / OTHER

- Must be able to stand, walk, sit; use hands to finger, handle or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; talk and hear.
- Must have close vision, distant vision, ability to adjust focus, peripheral and color vision.
- Must be able to work in an office environment primarily but periodically required to work in a warehouse environment with variable temperatures and lighting.
- Should be able to lift 45lbs on occasion.

APPLICANT PROCEDURE:

All applicants must submit a cover letter with their resume to the following contact either electronically, by mail or facsimile:

**Human Resources
staffing@cwine.com
Refer in subject line: Strategic Accts Mgr**

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