

Position Title: Manager, Sales Analytic

Location/Department: St. Helena / Strategic Insights

Reports To: Director, Analytic Insights

Date: 12/3/10

Band: E3

Job Posting #: 10-178

POSITION SUMMARY:

- The Sales Analytic Manger will lead business strategic reporting with fact based insights and recommendations for the wine and spirits business. Although this position is primarily focused with working on Sales team initiatives, secondary customers are Marketing Services and Corporate Executive Teams. The person in this role will have a strong knowledge and understanding for local and national sales & brand depletion plans & trends, competitive or category trends, consumer & shopper insights, and ROI exercises. Data sources to use and manage will be an extensive list of internal and external syndicated data tools. This position is ideal for someone who thrives on working at in ever changing, fast paced environment where time management, multi-tasking and people management skills are necessary to satisfy the various tight deadlines and high expectations in “quality of work”.

RESPONSIBILITIES:

1) Sales Team Responsibilities

- Position will work very close to Sales initiatives, driving reporting and fact based consulting to on and off premise sales teams from the local to national level.
- Assess attractive sales & consumer opportunities that are currently untapped or need to be maintained by leveraging sales data, consumer research and reporting tools in order to identify new volume and profit growth areas. You will be the point-person for using internal Depletion and Retail Account Depletions for On & Off Premise Trade Channel data. Secondly, using and advising on syndicated data like IRI/AC Nielsen’s scan data, Adams and Impact Handbooks, Spectra data and Distributor reporting tools.
- As a secondary Sales role responsibility, this position will take the lead on On-Premise reporting and driving key initiatives. As an On-premise category advisor, this position takes the lead in the post-program analysis and review process for local or national sales & marketing programs to identify key learning’s and best practices. Examples are National Account Compliance, New item launching, and Category Quarterly Review Presentations, etc.
- Reports will come in various formats and timing: weekly, bi-weekly, monthly, quarterly and annually.

2) Training and Education Responsibilities

- Train Sales, Marketing Brand Teams, Marketing Services, and Finance teams on reporting tools functionality and how to derive fact based insights for specific initiatives. As an advisor, this position needs strong communication and presentation skills, as you need to be able to drive the review and recommendation process in identifying documented key learning’s and best practices.

- Applies good judgment in selecting methods/techniques/criteria in producing and validating project work.

3) Strategic Insight Team and Cross Functional Management

- Customer/Team Management - frequent interaction with other SIG team members, senior management, cross-functional teams, and customer/distributor. Involves exchange of complex info and persuasion/influence. Coordinates resources as needed. For example, information and insights around the annual Sales Planning process.
- Participate in corporate initiatives and committees. Example would be the participating in innovation team, on-premise go-to-market team, Sales and Marketing reporting tools & validation team, or web-automation reporting team.

4) Corporate Reporting Responsibilities

- Position will support Corporate Executive Teams in various depletion and syndicated data to monitor the business for internal and external needs. Reports will come in various formats and timing: weekly, bi-weekly, monthly and annually.

5) Direct Reports

- Position has 1 direct report to manage, mentor and coach. This is manager position head ups one team of 3 sub-teams under the “Analytic Insights Team”: Sales Analytic Team, Marketing Analytic Team and Consumer & Shopper Analytic Team.

QUALIFICATIONS:

- Minimum 5 years CPG industry or management consulting background that includes strong data analysis and interpretation experience. Minimum 2 years in Adult Beverage or Non-Alcohol Beverage industry is preferred.
- BA / BS degree required.
- It is a prerequisite to have extensive experience and passion in your “quality of work”. The ability to audit and validate with accountability is going to be imperative for the project work of yours and other team projects that you participate in.
- *Advanced Excel skills are a prerequisite: Very strong knowledge of how to build and manage Excel pivot tables, filtering, formula building, and macro knowledge.
- Access Database skills would be another strong asset for the position.
- Experience with PowerPoint and Word is required.
- Strong communication and interpersonal skills in selling of ideas or projects, teamwork, analytical and decision making, planning and organizing.
- Leadership and in-depth understanding of Sales/Category/Consumer Consultative selling skills.
- Ability to adjust on the fly and thrive in an ever-changing environment.
- Must be proactive. An entrepreneurial spirit. A willingness to challenge Status Quo.
- A passion for great Wine and the desire to grow to the next level within our organization.

PHYSICAL REQUIREMENTS / OTHER

- * Valid driver's license and a clean driving record
- * Should be able to lift 40lbs on occasion.
- * Minimal Travel: 10%

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: Manager, Sales Analytic

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