

Job Title	Manager, Commercial Analytics
Business Unit	ODCBU
Function/Region	Marketing
Location	Home-based (Irvine, CA)
Leader	Director, Analytics and Insight
People Leadership	No
Job Level	4B

Role Purpose

This role will support USA Region Sales and National Accounts to better leverage information as part of the planning & decision making process to optimize wholesale and consumer pricing.

Accountabilities

- Gather, analyze and interpret data to support performance reporting & communication. Will create and execute scorecards for: Monthly routines, Quarterly Business Review process, and annual ODCBU. Will interpret and communicate results for monthly commercial commentary, Annual ODCBU papers, and Ad hoc project support.
- Support annual planning process for Regions and National Accounts Off Premise with data needs and sources of growth. Including monthly routines for Quarterly Business Review s/Top To Top sessions, data support for channel strategies, and financial analysis of strategic changes.
- Manage A&P effectiveness initiatives, such as: frequency & depth of discounting, ROI evaluations of major initiatives, and optimization of marketing mix based on ROI.
- Works collaboratively with other functions, such as: Route to Consumer and Net Revenue Management team to effectively support with:
 - Market level targets based on ABC outlet designation
 - Collaborate to identify point of distributions (PODs) and activation opportunities
 - Price elasticity modeling
 - Customer level P&L creation with price structure data.
 - Participate in the evaluation and selection of tools to support Price Management, Tracking and analysis

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Applying Expertise and Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system

Learning and Researching

- Rapidly learns new tasks and commits information to memory quickly
- Demonstrates a rapid understanding of newly presented information
- Gathers comprehensive information to support decision making
- Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback).
- Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

Skills and Qualifications:

Essential:

- 5+ years of experience in syndicated data analysis and interpretation with Nielsen, IRI or NPD data.
- Bachelor's degree required; MBA or advanced degree preferred.
- Advanced knowledge of Microsoft Excel, PowerPoint, Word. Knowledge of statistical analysis, preferred
- Strong organizational and task management skills.
- Must have strong oral and written communication skills.
- Strong influencing & leadership capabilities
- Effective teamwork and interpersonal skills
- Attention to detail, with a specific focus on accuracy
- Ability to multi-task many items at once in a deadline driven environment
- Creativity and innovative thinking for problem-solving and to approach processes and analytics

Desirable:

- Working knowledge of adult beverage categories and retail and on-premise outlets