



POSITION DESCRIPTION

POSITION TITLE: Retail Business Analyst

DEPARTMENT: Retail Sales

REPORTING RELATIONSHIPS

FLSA Status: Non-Exempt

POSITION REPORTS TO: Director of Retail Sales

POSITIONS MANAGED: None

POSITION PURPOSE

The Business Analyst is a critical component of the Retail Sales team. Responsibilities will specifically be focused on cultivating insights and managing all activities relating to the reporting and analysis of the retail sales/ organization. The business analyst will be responsible for the collection, analysis and reporting of sales related data in an ongoing effort to increase overall sales productivity and provide support to the sales team. Development and tracking of key performance indicators will be critical to enhance the understanding of the business and to improve decision-making. This individual will also be responsible for the development of sales reports, margin analysis and key performance metrics and will contribute to a positive team atmosphere.

PERSONAL ATTRIBUTES & QUALIFICATIONS:

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Minimum of a Bachelors degree.
2. 5+ years of analysis experience
3. Must have 2+ years of experience in CPG industry
4. Experience with IRI and/or Nielson scan and panel data—specifically IRI Liquid Data (ILD) and Consumer & Shopper Insights Advantage or Nielsen Answers
5. Experience with Microsoft Access (a plus)
6. Experience with Walmart, Target, or Lowes etc. Retail Link and/or other retail POS systems
7. Strong analytic, quantitative abilities and problem-solving skills
8. Proficiency in MS Word, Excel (including Pivot Tables), and PowerPoint
9. Excellent communication and organizational skills
10. Must demonstrate self-motivation, enthusiasm, organizational skills, and be goal-oriented
11. Must demonstrate effective verbal and written communication and presentation skills

JOB DUTIES:

1. Provide analytical support (consumer insights, category/account reviews, household purchase data, trend research, new item analyses, etc.) to sales team
2. Provide category analyses, store-level opportunities and advanced consumer insights using a range of syndicated and non-syndicated data sources.
3. Help derive key strategic insights from the myriad data types that Bona provides.

4. Analyze promotional plans with sales teams and recommend effective programs that yield most efficient spending and positive ROI.
 5. Provide sales reporting, analysis, and summarization that assists in assessing sales performance.
 6. Ensure database integrity and report accuracy by collaborating with customers and internal teams.
 7. Develop templates and standardized processes that support the team.
 8. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
 9. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations
5. **Patience** – Allows others to make mistakes without a negative reaction, allows others to learn or understand at their own pace, listens to others before forming a response, and takes the necessary time to work through obstacles.
6. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
7. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
8. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.

9. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
10. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
11. **Composure** – Maintains emotional control even under ambiguous or stressful circumstances, including unrealistic expectations, pressing time demands, frustrations, or interpersonal conflict. Demonstrates emotions appropriate to the situation, focuses on solving conflict, and continues performing steadily
12. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 50% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. This position also requires some amount of time to be spent using computer equipment, which entails regular and repetitive motions.
5. Must be able to lift 80 pounds
6. Requires the use of hands for grasping and fine manipulations
7. Must be able to communicate effectively by listening and also in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____

Date: _____

Human Resources Signature: _____ **Date:** _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____ **Date:** _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.