

## SALES & MARKETING CATEGORY ANALYST

Fruit of the Earth is seeking and Sales Marketing Category Analyst.

- Responsibilities include building, managing and analyzing sales trends, and performance at major retail customers. Additional responsibilities include developing and maintaining of key account evaluation systems, sales goals and market share. Formulating merchandising recommendations, market share growth and managing the category for the company and their major retail customers.
- The sales analyst analyzes sales performance in light of sales goals, and identifies areas of weakness the organization can address to improve sales. The sales analyst makes recommendations for changes in sales techniques or promotional reports to improve sales performance.
- The position requires a person who is analytical and detail-oriented. The sales analyst must possess computer skills, including the ability to use sales forecasting software. Sales analysts must think creatively to develop new sales techniques and promotions. A sales analyst should have strong oral and written communication skills to deliver technical information in an easily understood manner across all departments in an organization.
- Candidates should have a Bachelor's Degree in business, marketing or 2 to 5 years of experience in skincare/cosmetics and OTC products. To be effective in this position the candidate must have excellent written and verbal communication skills, presentation, analytical and project management skills, be highly organized with strong computer background including Word, Excel and PowerPoint. Also we would prefer a candidate who is familiar with using Neilson Data to compile reports. This position is challenging and fast paced.

If you are qualified, please forward your resume to:

[jobs@fote.com](mailto:jobs@fote.com)