

Position Title: Analyst, Category

Location/Department: New England / Channel – Off Premise

Reports To: Director, Strategic Accounts

Date: 11/19/10

Band: F2

Job Posting #: 10-175

POSITION SUMMARY:

The Category Analyst plays a pivotal role in developing Constellations Wines US business in the grocery retail environment. This individual will support the sales and analytical efforts through fact based sales presentations, IRI reports, and selling solutions. The Category Analyst will also work closely with the Client's Regional Execution Manager in providing IRI information, category management work, and assisting in projects. This person will be proactive in developing materials that will help grow our business as well as stem declines. The Category Analyst will also play a pivotal role in providing support & information to the Client and Constellation Wines on brand performance, competitive opportunities, and trends.

RESPONSIBILITIES:

- Create compelling fact based sales presentations on new items, base line distribution opportunities, and promotional opportunities
- Create IRI templates to run monthly for key reporting needs. Become an expert in IRI and create and run ad hoc reports for fact based sales presentations, category management analysis, business analysis, etc
- Develop and execute Ad/hoc data requests and weekly reports
- Assist the Category Manager in conducting category assortment analysis and make recommendations to retailers on how they can improve their assortment by category.
- Work with our Sales team to move CWUS business forward
- Work with retailers to assist them with analysis and understanding of their wine business.
- Assist the Account Manger and CWUS sales teams on business analysis and information needs for managing the account

QUALIFICATIONS:

- College degree highly preferred or equivalent work experience.
- Proficient at Excel, Powerpoint, Word, and ability to put together compelling, easy to understand, visually appealing presentations.. Familiarity with the basic tools of Category Management: Nielsen/IRI, Space Management tools, Market Metrics, Lotus. Experience pulling and interpreting syndicated data
- Strong communication, analysis, and presentation skills

PHYSICAL REQUIREMENTS / OTHER

- Must be able to drive a car and travel via plane/train, lift up to 45lbs
- Frequent travel within assigned area of business
- Primarily office environment but may be exposed to a warehouse/distribution environment on a frequent basis
- 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

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: Category Analyst**

Constellation Wines U.S. is a division of Constellation Brands Inc., the world's leading wine company. Constellation Wines U.S.'s powerful portfolio of premium wines and spirits includes such iconic brands as Robert Mondavi, Clos du Bois, SVEDKA, Blackstone, Arbor Mist, Estancia, Ravenswood, Kim Crawford and Black Velvet Canadian Whisky. To learn more about Constellation Wines U.S. and its portfolio, visit www.cwine.com.