

**Position Title:** Manager, Pricing & Promotion

**Location/Department:** Canandaigua, NY / Sales Finance

**Reports To:** VP/Sr. Director, Sales Finance

**Date:** 10/8/10

**Band:** E2

**Job Posting #:** 10-161B

## **POSITION SUMMARY:**

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The role of the DBU Manager of Pricing & Promotion is to work with the Pricing and Promotional Effectiveness team to support best practice in price change, marketing program analysis and guidelines for pricing. This position is the conduit between Sales, Finance and Marketing to assist in driving profitable organic growth.

## **RESPONSIBILITIES:**

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- Work with zones to improve state depth and promo planning. Analyze promotion programs and create profit models, using the profit calculators
- QA function with zones to evaluate and improve programs
- Analyze profit models, creating list of promotion program winners and planning attempts (?)
- Tracking/evaluating select, large promos and sharing drivers of success
- Collaborate with zones to utilize annual and interim pricing and promotion guardrail guidance
- Post event analysis of significant zone specific pricing changes

## **QUALIFICATIONS:**

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**Education/Experience** - Bachelors in Finance/Accounting/Business preferred 4-6 years of related experience or equivalent combination of education and experience. Industry experience preferred but not required. Proven analytical skills and solid knowledge of key finance concepts is required.

**Technical** – Excellent excel, spreadsheet and analytical skills. Experience with IRI data and in-house financial and tracking programs

**Professional** – Excellent communication and interaction skills, both verbal and written. Ability

to build strong relationships, initiate action, influence and adjust to change. Key competencies of this role are: analytical, organized, strategic, proactive, collaborative and persuasive. Ability to travel approximately 10%

### **PHYSICAL REQUIREMENTS / OTHER**

- Able to lift 45lbs on occasion
- Work in a normal office environment.
- 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.

### **APPLICANT PROCEDURE:**

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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: Mgr Pricing & Promo Canandaigua**

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