



### **Category Analyst**

The Category Analyst will be responsible will work cross-functionally with our Category Manager and region retail account sales team to leverage syndicated and POS data in order to optimize pricing, promotion, shelving, and assortment with the goal of maximizing profit and shopper satisfaction. Candidates must be able to employ our Category Management tools in appropriate situations to grow distribution, space, and promotion frequency (Apollo/JDA Prospace/Space Planning, Nielsen, Household Panel, POS, Feature Vision and RichMix). The ideal candidate will have a high level of comfort communicating and translating key information and analyzing data while working in a fast pace environment.

This person will report to the Category Manager or Director. This role requires less than 10% travel.

### **Responsibilities**

- Utilize insights to deliver retailer-centric strategy for growth on the CSD, Tea, Water and Warehouse direct categories with tactical recommendations while mitigating risk
- Develop relationship with retail buyers by providing support, analysis and insights
- Create fact-based selling stories to drive insight into action
- Develop and implement monthly retail category scorecards (new item tracking, pricing analysis, distribution, and promotion).
- Analytical interpretation of data utilizing best in class tools such as Retail Link, Nielsen Nitro, Nielsen Homescan, JDA, Spectra, Richmix and other industry tools.
- Assist the Category Manager with the annual transition and bi-monthly revision process by leveraging JDA Space Planner and other applicable tools
- Collaborate with cross functional teams (Sales, Insights, Shopper Marketing, Space Optimization, Allied Partners) to leverage syndicated data and shopper insights in order to drive value for DPS through space and assortment initiatives
- Maintain up-to-date knowledge of category management processes and application
- Build and maintain long-term relationships with the internal Category Management teams through frequent contact, delivering actionable objective insights and sharing of best practices
- Manage multiple competing priorities under demanding time constraints with a focus on driving results

### **Core Competencies**

- *Building Strategic Work Relationships- Developing and using collaborative relationships to facilitate the accomplishment of work goals*
- *Building Trust- Interacting with others in a way that gives them confidence in one's intentions and those of the organization.*
- *Communication- Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message*
- *Decision Making- Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.*

- *Planning and Organization*- Establishing courses of action for self and others to ensure that work is completed efficiently.
- *Continuous Learning*- Actively identifying new areas for learning; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application.
- *Innovation*- Generating innovative solutions in work situations; trying different and novel ways to deal with work problems and opportunities.
- *Tenacity*- Staying with a position or plan of action until the desired objective is obtained or is no longer reasonably attainable.
- *Work Standards*- Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.

## **Total Rewards**

We take great pride in offering our people benefits that are competitive. We appreciate hard work, innovative ideas and unending passion, which is why we provide a comprehensive set of benefits and options designed to fit the unique lifestyles of our employees from day one based on eligibility requirements.

## **Qualifications**

- Bachelor's degree from an accredited institution
- 2 years' experience in Category Management/Sales/Finance and/or Marketing analyzing data such as assortment selections, sales trends and market trends
- 2 years' experience using IRI, Nielsen Scantrack, or other syndicated data to provide value added insights to retailer and sales personnel
- 2 years' experience using MS Office products such as PowerPoint, and Microsoft Excel (e.g. pivot table creation, vlookup, filters)

**Dr Pepper Snapple Group, Inc. (NYSE: DPS)** is one of North America's leading refreshment beverage companies, manufacturing, bottling and distributing more than 50 brands of carbonated soft drinks, juices, teas, mixers, waters and other premium beverages.

With a brand heritage spanning more than 200 years, the DPS portfolio includes some of the most recognized beverages in the Americas. More than 75 percent of the company's overall volume is from brands that are either #1 or #2 in their flavor categories. In addition to its flagship Dr Pepper and Snapple brands, the DPS portfolio includes 7UP, Mott's, A&W, Sunkist soda, Hawaiian Punch, Canada Dry, Schweppes, RC Cola, Diet Rite, Squirt, Peñafiel, Yoo-hoo, Rose's, Clamato, Mr & Mrs T and other well-known consumer favorites.

Dr Pepper Snapple Group is an equal opportunity employer and affirmatively seeks diversity in its workforce. Dr Pepper Snapple Group recruits qualified applicants and advances in employment its employees without regard to race, color, religion, gender, sexual orientation, gender identity, gender expression, age, disability, genetic information, ethnic or national origin, marital status, veteran status, or any other status protected by law. Equal Opportunity Employer.

Minorities/Females/Disabled/Protected Veterans