



Marketing Analyst

Company:

Mars Petcare US

Location:

Tennessee, Brentwood

Job Description:

This role is responsible for providing a broad range of analytical and operational support for the development and management of marketing programs. This role will be a key enabler of the Pet business to track and achieve its annual operating plan.

Key Responsibilities:

- Serve as graphics support for business segment/brand. Specific tasks include; gaining approval on all graphics changes, working with legal to ensure appropriate copy, trademark usage, etc., tracking costs associated with packaging changes, proofreading all rounds of copy / graphics changes.
- Conduct monthly business reviews of segments and/or brands, trends / pricing / distribution / etc. This may also include category analysis, etc.
- Work collaboratively with Demand Planning / Sales Planning to accurately forecast future sales trends across dry segment (e.g., manage the volumetric model based on price and elasticity assumptions)
- Work with outside agencies to implement consumer promotions planning including FSIs / direct mail programs, etc.
- Drive decision marketing by Marketing, Sales, management Team by developing data-driven insights that will drive high quality decision-making.
- Act as the group's expert in receiving and analyzing all available internal and external data sources to support development of customer selling presentations
- Recommend changes to marketing plans based on data analysis of past performance plus understanding of marketing trends.
- Conduct in-depth analysis of sales data to develop opportunities, trends and channel/customer comparisons
- Facilitate demand planning process, planning meetings and communicating solutions
- Support consumer and customer marketing activities by helping to coordinate sampling programs, account program administration (contest, wrapper redemption, etc.)
- Maintain technical skills on the appropriate software applications that will provide the optimum level of support (EIS, POI, IRI analyzer, Business Objects, Mercury)

Key Skills Required:

- Strong analytical skills and the ability to manipulate large amounts of data
- Strong project management, collaborative planning, prioritization and execution skills
- Ability to integrate and synthesize data from numerous sources
- Ability to work in cross-functional areas
- Proficiency in Excel
- Good oral and written communication skills
- High attention to detail

Minimum Qualifications:

College graduate with possible internships a plus

The knowledge, skills, and abilities typically acquired through the completion of a bachelor's degree program in a related field, or equivalent work experience.

Ability to travel 10% of the time

Successful completion of a drug and background screen

Demonstrated success managing data from numerous sources

Demonstrated success in managing key projects through cross-functional team

To apply:

<http://www.mars.com/global/careers-at-mars/job-search/job-details.aspx?JobReferenceNo=BRE00720&SelectedLanguageID=ENGLISH&CareerSite=10000>