



Sales Planning Analyst

About Soupergirl

Soupergirl is a Washington, DC founded plant-based natural foods company with a mission to change the world, one bowl of soup at a time. Our soups are a fusion of modern flavors and old-fashioned cooking techniques that highlight seasonal, fresh ingredients. Founded in 2008 by a mother-daughter duo, the company cooks small-batch, all natural, delicious, certified kosher foods. At our core - we believe that the food system is broken. We believe that a new path is possible - one that includes responsible sourcing, respect for the planet, and most importantly, a healthy and valued workforce. At Soupergirl we are redefining the notions of value and quality as they relate to food. We are looking for someone to join our mission - the work has only just begun.

The Soupergirl mission has proven to be a great success, founded by two women who have built a strong business, trusted by their community. The company has expanded into a robust retail grocery business and has a strong direct to consumer program. Soupergirl has been featured in the Wall Street Journal, Food and Wine, the Washington Post, the Hill, and more. The company received national exposure on Shark Tank and has been featured on Today Show and The Dish.

Overview of the Role

We are looking for a dynamic Sales Planning Analyst based in the Washington DC area to inform and support the sales team in driving retail growth. You will support existing retail relationships, assist in identifying new opportunities for growth and in sharing our brand story and values with conviction. You will have strong analytical skills and know how to draw key insights from retail sales data to drive decision-making and support in-store execution projects. You will have familiarity in the development and management of projections and measuring against them. You will also embody our mission to deliver *truly valuable, high quality* food that improves the sustainability of our work-force and planet, and nourishes our community. You will be a stellar communicator and leader.

Major Responsibilities:

- Assist COO in implementation of a multi-year, data-driven strategy designed to build on current retail partnerships

- Focus on growing velocities, product placement, co-marketing and cross-merchandising in partnership with Field Marketing Manager
- Perform analyses to identify new distribution and incremental sales opportunities for given customer(s)
- Provide support on contract development and take lead on new item form generation
- Leverage data from Soupergirl's existing retail sales, marketing efforts, and supplemental industry resources to draw out insights and trends
- Implement quantitative and qualitative metrics for success and create feedback loops to learn, iterate, and optimize sales success
- Support the sales team to drive new growth, to source and secure new accounts and to maintain the highest level of customer service to select current accounts
- Support distributor and retail partner relationships
- Using a data-based approach, partner with marketing team and consultants to drive shopper marketing campaigns with retail customers
- Ensure impeccably maintained records and data for all open and prospective wholesale accounts and contracts, promotions, special pricing, commitments, correspondence, and order information
- Develop and maintain data-driven promotional budget and schedule to maximize impact
- Manage all sales materials, spec sheets, and related collateral as they pertain to sales goals
- Pull data and perform analyses to support the sales and marketing team in growing the business at assigned customers
- Own the weekly data pull for the customer scorecard including volume, share, distribution, bump charts, weekly sales ranks, etc.
- Improve forecasting through the development and maintenance of monthly customer forecast templates
- Utilize syndicated, panel, or customer data to analyze the business, understand business trends, and provide a point of view on solutions
- Perform analyses to identify new distribution and incremental sales opportunities for given customer(s)
- Support sales on submitting sales plans into trade management system across all categories
- Support in-store execution performance
- Regularly walk stores to identify and fix issues when needed
- Support sales teams with presentations, administrative tasks and events
- Summarize sales reports and analyses for customer reports and presentations
- Look for opportunities to gain distribution on new products and improve product exposure

Essential Qualifications:

- Passion for ethical, nutritious, and sustainable food and purpose-driven brands
- Bachelor's degree
- 3-5+ years of experience in CPG industry with demonstrated successes and increased sales
- Familiarity and dexterity with sales data analysis and projections
- Demonstrated success in team collaboration, budget management, business planning, and account penetration
- Strong communication, presentation, and written and verbal skills
- Strong analytical skills, including business and syndicated data analysis (IRI and SPINS), post-promotion analysis, dexterity with Excel and visual communication tools, familiarity with business and financial projections
- Self-aware and open to feedback

- Ability to work with cross-functional teams to get results
- Requires travel 25-30% of time and a car

In order to fulfill Soupergirl's mission to fix our broken food system, we seek to build teams that leverage diverse perspectives to create a welcoming and innovative environment that is committed to the principles of equal employment opportunities. To that end, we make employment decisions based on qualifications, merit, and business need. Soupergirl does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability or any other status protected by law.

To apply, please submit a cover letter outlining three reasons you are the perfect fit for this role at Soupergirl and your resume to sales@thesoupergirl.com.