



Crofters Food Ltd.
470 Oastler Park Drive, Seguin, ON P2A 2W8

Crofters is growing and we are seeking an energetic, reliable & flexible team player to join our Sales Team. Here's your chance to join a highly skilled team of professionals at one of North America's pioneering brands in the organic food movement! Crofters Food Ltd, known in the grocery aisles as Crofters Organic Fruit Spreads, is the leading manufacturer of organic jams, jellies and fruit spreads in North America. Headquartered in picturesque Parry Sound, Ontario, about two hours north of Toronto, we manufacture a vast array of fruit-based spreads sold in stores across Canada, the United States, and select international markets. From the way we source our fruit, to the way we carefully manufacture our products using forward-thinking sustainable processing techniques, to our innovative, health-conscious formulations, every aspect of our operations receives the care and attention they deserve. A small but mighty team, with the support of a US-based private equity firm, join us as we look to aggressively scale our business on our mission to become one of the leading organic food brands in North America.

Position Overview: Manager of Category Strategy and Analytics

As the Manager of Category Strategy and Analytics, you will be responsible for all aspects of driving category performance through data-driven insights and strategic analysis. This work includes collecting and interpreting sales, market, and consumer data to identify growth opportunities, developing compelling category management concepts, creating impactful presentations and identify whitespace opportunities. Additionally, you will provide the data used to build annual account objectives, create internal reporting mechanisms, and develop dashboards using tools like Qlik and Tableau to democratize data. You will work in coordination with the Sales and Marketing teams and in conjunction with other business functions.

This position reports directly to the **VP of Sales**. The duties and responsibilities of the **Manager of Category Strategy and Analytics** will be as follows:

1. Utilize sales data from various sources, including syndicated sales data, to develop compelling category management concepts and distill them into functional presentations/spreadsheets to be used with customer communications.
2. Collect and interpret sales, market, and consumer data to evaluate category performance and trends, leveraging analytical expertise to uncover growth opportunities.
3. Consistently monitor and report on competitive insights within category, including changes to promotional strategies, cost changes, new items/distribution, etc.

4. Conduct thorough cost/benefit analysis on promotional activities, constantly looking for opportunities to drive outsized outcomes with smallest possible spend.
5. Aid sales team in analyzing optimal product assortment by customer, identifying opportunities for competitive products where shelf space may be harvested.
6. In collaboration with each account manager, build annual account objectives/forecast file, detailing the key business objectives within each customer.
7. Aid in the creation of internal reporting mechanisms to improve efficiency within sales department (daily/weekly reports, inventory reports, etc.).
8. In collaboration with the VP of Sales, build annual volume forecast, utilizing historical data to create accurate and reliable forecasts by key customer.
9. Supports Private Label accounts by providing analysis of cost changes and competitive standing on costing (e.g., market research on management of category on Private Label).
10. Collaborate with Finance and Sales to support internal and external business reporting needs.
11. Develop internal reporting dashboards from internal systems - build out dashboards to democratize data. Have knowledge of various report building engines such as Qlik, Tableau, etc.).
12. Support the process of cost changes by conducting price elasticity analyses, ensuring that pricing objectives consider any potential risks to volume.
13. Other duties may be assigned to the Employee as required.

Required experience and skills:

- Strong analytical skills with experience in data interpretation and analysis
- Proficiency in utilizing sales data from various sources, including syndicated sales data from platforms like Circana, or similar
- Ability to conduct shopper research to identify trends and opportunities
- Expertise in developing functional presentations and spreadsheets for customer communications
- Experience in monitoring and reporting on competitive insights
- 3 to 5 years proven experience in category management or a similar role, ideally with a focus on the US Supermarket/MULO channel

Preferred experience and skills:

- Bachelor degree in Business Administration, Marketing, Economics, or similar areas
- Experience with Qlik, Tableau, or similar reporting tools
- Experience in developing internal reporting mechanisms
- Knowledge of price elasticity analysis
- Familiarity with private label category management

Job type: Full-time, Permanent, flexibility to work remotely, with periodic travel to the corporate office, or as a hybrid role.

Benefits: Basic Benefit Plan including Health and Medical, Vision Care, Dental, Wellness & Preventative Services.

Salary range – \$100,000 - \$120,000 dependent on one's level of qualification and experience.

Please submit your resume to hr@croftersorganic.com indicating your experience and interests
Crofter's Food Ltd. welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.