



CATEGORY ANALYST

COMPANY OVERVIEW

Sage Fruit Company is a vertically integrated Sales & Marketing firm located in Yakima, Washington. The Company was founded in 1999 and employs 50 full-time employees. Sage is owned by four apple packing companies who have partnered for the purpose of delivering the highest quality tree fruit and fostering long term relationship with their customers, growers, and employees. We have 4 apple packing facilities as well as a state of the art cherry packing plant, and a pear packing plant. We are actively pursuing growth opportunities. Our headquarters is in Yakima Washington and we deliver fruit throughout the world. We are considered one of the premier grower/shipper operations in Washington and are known most for high quality and a high level of service. We believe in and require the same level of service for each other as we do for our customers.

The primary reason for our outstanding success and growth is our business philosophy and reputation tied to our corporate values which are listed below.

PRIMARY OBJECTIVE

The Category Analyst is a key member of the Sage team and highly integral to our success. The primary purpose of this position is to drive apple, pear, and cherry category sales for our retail customers. This position is responsible for using multiple data sources to create and deliver presentations with actionable category insights to retailers and growers.

REPORTS TO

This position reports to the Director of Business Analytics.

MISSION STATEMENT

To deliver the highest quality fruit and foster long-term partnerships with our customers, employees and growers.

VISION STATEMENT

The Sage Fruit Family is admired for greatness through our commitment to quality, innovation, and service.

SAGE VALUES

Integrity	Teamwork
Innovation	Passion
Respect	Accountability

MAJOR RESPONSIBILITIES AND DUTIES OF THE CATEGORY ANALYST

- Mine and aggregate large amounts of data to find national and retailer trends, including:
 - Syndicated data
 - Retail sales data (point of sale)
 - Shopper card data
 - Industry data
- Proactively analyze above data sources to build presentations that provide timely, value-added insights and recommendations to the retail customer to elevate partnership and achieve category and customer objectives
- Partner with internal Sales and Marketing teams to deliver insights and recommendations to retail customers (occasional travel required)
- Create standardized category reports for internal marketing team and update them monthly
- Address ad-hoc requests from retailers and or/internal customers in a timely manner
- Analyze category trends to provide recommendations to growers on future plantings

SKILLS AND EXPERIENCE

The successful candidate will possess the following traits and skills:

- A 4-year degree in Business Administration, Marketing, Finance, Statistics or related field
- Strong interpersonal skills required, as they will present to our retail partners and growers from time to time
- Advanced analytical and problem-solving skills
- Experience with data mining and exposure to third party data including IRI or Nielsen, 84.51
- Strong Microsoft Excel knowledge
- Experienced with data visualization in Tableau
- Solid PowerPoint skills to build high impact visual stories
- Exceptional planning, time/project management, communication and organizational skills
- Highly motivated, intellectually curious, and ability to adapt to fast paced and changing environments
- Demonstrate creative and proactive problem solving
- Excellent written and verbal communication skills
- Fresh produce experience preferred but not required