



Title: Retail and Trade Marketing Manager

Department: Sales

Location: Full-Time Remote

Salary: \$75 - 90k

We founded Neutral as the carbon neutral foods company to lead the next global food revolution. Today, agriculture is responsible for up to 37% of global greenhouse gas emissions. Through the carbon neutral foods we produce, our aim is to bend the arc of history by disrupting agriculture and profoundly reducing its carbon footprint. We're seeing an incredible response from our growing community of consumers, grocers, restaurant owners, and farmers. Now more than ever, we are committed to building a carbon neutral food system, where people are empowered to identify as Neutralists. We have simple beginnings in a glass of Neutral milk. But sometimes the simplest of things can change everything.

Role & Responsibilities:

Reporting to the Senior Director of Sales, Retail, this person excels at analyzing data to evaluate Neutral's performance and leverage strong relationships with key accounts to enable our growth. The Retail and Trade Marketing Manager supports multiple functions of the company (marketing, finance, sales, operations & supply chain) by providing insights related to trends in our product categories, and by leveraging data sources to provide analysis that help propel the sales of our new and existing items.

Our ideal candidate will demonstrate experience in managing growth in market share and profitability of core product lines. Most of all, the company is looking for an outstanding manager that will be a true collaborator with others around the table, which means communicating with integrity, listening intently, collaborating to solve problems, modeling a growth-mindset, and inspiring confidence.

Key areas of responsibility

- Understand the markets and brands within which Neutral operates and use this knowledge to perform data analysis to track against sales plans and provide insight to the company at large, including recommendations on distribution, sales planning, assortment, pricing and merchandising.
- Perform ad-hoc data & analysis work to provide insights & recommendations, including post-promotional analysis.
- Build/optimize regular reporting (monthly, quarterly) for total business and critical segments.
- Partner with Sales to manage overall retail sales budget, forecasts; partner with Sales & Marketing to develop annual Trade Marketing budget allocation.
- Work closely with Senior Director of Sales, Retail to build category-focused presentations for retail and foodservice partners.
- Be a champion for our consumer: Use marketplace data and trends to map shopper journey across all channels (natural, MULO, e-comm, foodservice) and develop strategy to drive conversion on shelf.



- Partner with and be a resource for Marketing, Supply Chain, Field Sales, Operations and Finance teams cross functionally to validate research data and goals.
- Manage existing retail accounts & distribution; support new product launches. Own end-to-end process and related tasks for setting up new products, suppliers, distributors.
- Partner with Operations on inventory planning for retailer needs and major promotions; recommend corrective action on supply chain issues and help identify and correct OOS or other inventory issues.
- Deliver periodic updates on yearly KPIs (Key Performance Indicators).
- Build winning relationships with the retailers, brokers, distributor team and category managers to ensure top notch execution and continued growth.
- Partner with trade spend team to analyze customer invoicing, billbacks and disputes.
- Represent Neutral at retail meetings, trade events, broker meetings, and industry conferences.
- Serve as vacation relief for Senior Director of Sales, Retail.

Skills you'll need:

- Extensive experience in developing & working with data, analysis, and reporting solutions.
- Ability to quickly analyze and interpret data and consumer insights from syndicated sources, and develop and articulate clear, organized data-based assumptions and actionable insights to non-expert audience.
- Ability to manage sales & trade budgets; make needed adjustments to hit targets.
- Fluency with Microsoft suite of apps, SPINS data reporting; experienced in the use of IRI analytical tools
- Skill in implementing and using enterprise data systems (e.g., CRM).
- Experience partnering with cross-functional teams and agency partners.
- Excellent communication and presentation skills.
- Hyper detail-oriented with a track record and reputation of accuracy and thoroughness in all areas of your work.
- Well organized, resourceful, positive attitude and driven to excel.
- A self-starter with proven success thriving in fully remote, entrepreneurial environments. You will have a bias for action while still being a superb team player.
- Alignment with our company values and ability to communicate in harmony with these principles.
- Ability to communicate passionately and with conviction Neutral's vision to radically reduce the carbon footprint of agriculture - for good.

Preferred Qualifications:

- Minimum of 3 years' experience in data analysis and/or category management in the CPG industry.
- Minimum of 3 years' experience in the retail grocery industry; familiarity with the dynamics of the marketplace and experience working in a sales role or working closely with a sales team.
- Existing relationships across channels, distribution, and broker networks preferred.
- Ability to travel up to 50% of the time.