

Based in Boulder, CO, Purely Elizabeth is a high-growth natural foods company focused on creating products using elevated, nutrient-rich ingredients. Their award-winning products include granola, oatmeal and ready-to-eat cereal. Founded in 2009 by Elizabeth Stein, a certified holistic nutrition counselor, the company is dedicated to helping consumers thrive on their wellness journey.

Business Planning Manager Job Description

Purely Elizabeth is seeking a Business Planning Manager to join our sales team. This role will support many of our reporting functions, as well as trade and category analyses to inform strategic decision making. This person will help to gather, organize, analyze, and story-tell with data from various syndicated outlets, such as SPINS and Nielsen. The ideal candidate is both analytical and organized with a high attention to detail and data integrity. Strong written and verbal communication skills and a strong desire to learn and grow are a must.

ROLES + RESPONSIBILITIES

- Data
 - Maintain and manage monthly and quarterly reporting tools and dashboards for top 25 customers, using syndicated data.
 - Build components of sales decks and all necessary materials for customer meetings and line reviews, including but not limited to sell-in stories, category trends, distribution voids, and velocity analysis, using customer specific and syndicated data.
 - Prepare clear, concise, storytelling presentations based on analytics.
 - Support the creation of robust customer decks for our eight largest national retail customers to exceed sales, distribution, and velocity goals.
 - Support ad-hoc analysis and research requested by the leadership team (SKU Rationalization, account deep dives, pricing reviews, etc.)
 - Identify areas to create reporting efficiencies and implement new processes.
- Trade
 - Conduct quarterly post promotional and promotional efficiency analysis.
 - Identify optimal promotional strategies and opportunities to increase sales while driving high ROI on all activities.
 - Assist sales team with onboarding of new Trade platform (biweekly meetings for system inputs needed, promotion validation, etc.)

REQUIREMENTS

- 5-7 years' experience working with syndicated data with a CPG/food brand.
- Basic understanding of natural and conventional food retailers.
- Highly motivated, resourceful, action-oriented and can work in a dynamic business environment.
- Detail oriented and experienced in follow-through and completion of projects.
- Ability to manage multiple projects simultaneously.
- Strong organizational & communication skills, able to manage cross-departmental communication with positive mindset.
- Strong sense of urgency and ability to influence business partners.
- Growth mindset, always seeking to learn and evolve knowledge and skills.
- Highly proficient in Microsoft Excel and PowerPoint required.

- Bachelor's degree preferred.

COMPENSATION AND BENEFITS

- Annual salary with opportunity to earn annual bonus.
- Three weeks paid time off.
- One month of holiday time off.
- Health, dental and vision insurance plans with significant employer contribution towards employee premium.
- Voluntary additional coverage such as life and AD&D, critical illness, accident, short- and long-term disability, legal services and more.
- 401k plan with dollar-for-dollar company match up to 3%.
- Half-day Fridays in Summer and Winter.
- Quarterly team build events.
- Twice annual in-person all-team summit.

TO APPLY: Please email resume and cover letter to casey@purelyelizabeth.com.