

Market Analyst

Reports to:
The Buying Group Supervisor

Job ID: 127101

Entity:
PaulB LLC

Job Classification:
Market Research Analyst and Marketing Specialist

Summary and Objective:

The primary responsibility of the Market Analyst is to price goods and services and to analyze our product mix in order to stay competitive in the market. The position is responsible for upholding the integrity of PaulB LLC's Gross Profit Margin. This position works under minimal supervision and must work closely with other team members.

Essential Functions:

- Reinforce a team attitude and atmosphere throughout Paul B LLC and the rest of PBZ Inc.
- Market pricing research – use various data tools to research and report on competitive pricing within our market
- Pricing analysis – compile data and assist with data-driven decisions to develop pricing strategies for all items in the stores
- Be aware of local product and pricing trends as it relates to our vendors and customer's needs.
- Data and pricing importing – learn and master pricing and data importing capabilities and implement data. Includes cost updates, retail price updates, product code analysis
- Metrics for product pricing – compile data, run reports, maintain metrics data and visibility
- Product offering analysis and input – evaluate the breadth of products required for effective customer options while reducing “buying confusion” with product mix analysis
- Administer label creation systems and pricing updates to all dependent parties
- Attend various meetings with management and other teams to communicate pricing information and proposals
- Incorporate procedure changes as assigned and keep these pricing procedures clean and up-to-date
- Develop and maintain a strong relationship with the Sales Teams
- Assist in other administrative and miscellaneous projects as assigned.
- Assist the Buying Group to purchase products necessary to support the PaulB LLC sales at the best value possible within the values and mission of Paul B. Zimmerman Inc

Characteristics and Competencies:

- Natural curiosity and propensity to dig into projects and ask questions in order to improve our product presentation, marketability, and margins
- Flexibility – able to multi-task – varied tasks coming from different directions
- Respectful, organized and focused individual

Required Education and Experience:

- Spreadsheet capabilities – advanced level skills
- Math skills – strong and quick math skills
- Computer skills including documents, presentations, and databases – high level of comfort and skill
- Business knowledge – overall business metrics knowledge for retail environment

Preferred Education and Experience:

- Bachelor Degree in Business Administration
- At least two years of experience in Market Analysis
- Reporting software experience, such as Crystal Reports

Work Environment:

This job operates in a professional office environment with routine store visits. This role routinely uses standard office equipment such as computers and phones.

Physical Demands:

This position involves primarily desk work. While performing the duties of this job, the employee is regularly required to sit for extended periods of time. Speaking, listening, and seeing is also essential. The employee will need to use eyes, hands and fingers to use a computer.

Travel:

Periodic travel during the day can be expected along with some overnight travel to trade shows or vendor visits.

Other Duties:

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Essential functions and duties may change at any time.

Employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee's Signature: _____ Date_____