

Do you have an extreme, obsessive, unwavering focus on customer experience? Do you thrive in a dynamic work atmosphere that strives for excellence on a daily basis? Are you motivated by innovative and forward-thinking ideas?

Then you've got what it takes to succeed at CWD.

### **Sales and Pricing Analyst**

We are currently looking for a fast paced and dynamic Sales and Pricing Analyst. If you have a keen eye for detail, enjoy solving problems, and maintaining a fine balance of inventory levels and pricing strategies, this is the opportunity for you!

#### **Key Result Areas**

##### **Pricing/Promotions**

- Determine pricing strategies in order to achieve contribution targets and achieve desired velocity, while remaining sustainable
- Review market trends for pricing opportunities to optimize revenue
- Analyze price relationships between products
- Running analytical reports including: Sales Trends, Promotional Results, Returns Rates, MOH Analysis
- Forecast sales by product category, sales channel, and at SKU level
- Assisting with negotiating vendor term (including FOB cost)

##### **Competitive Price Analysis**

- Assessment of the strengths and weaknesses of current and potential competitors
- Review competitive products and their key selling features and pricing strategy

##### **Channel Strategy**

- Identify ideal product selection by distribution channel while preventing channel conflict
- Collaborating with sales and marketing teams to ensure proper product placements, effective product launches and marketing strategies

##### **Sales Forecasting**

- Analyze actual result of sales promotions and sales lift analysis
- Determine sales forecast with the assistance of the sales team

##### **Inventory Strategy**

- Evaluate and procure sufficient inventory for large promotional activities, high velocity items, and in-store placements
- Assist with internal issues related to scarce and excessive inventory situations
- Facilitate the forecasting process to ensure appropriate inventory levels and pricing strategies are in place for both high and low velocity products

##### **Due Diligence**

- Evaluate the financial stability of vendors by analyzing their financial position and ensuring key metrics are met

**The successful candidate requires:**

**Education and Experience**

- University degree in Business Administration, Economics, or a related field
- 3-5 years' experience creating pricing models and conducting sales analysis
- 3-5 years' experience conducting competitive analysis and market research
- Previous experience working in a Research and Development role would be an asset

**Technical Skills**

- Intermediate to Advanced Microsoft Office and Excel Skills (Pivot Tables, Conditional Formatting, Charts, Vlookups, Index-Match, Sum, Average, Counts)
- Proficiency with Microsoft Office Suite programs, Outlook and the Internet required

**Cognitive Skills**

- Superior analytical skills
- Exceptional organizational skills and meticulous attention to detail
- Strategic mindset and ability to proactively solve problems
- Strong communication, organizational, interpersonal, and time management skills
- Ability to work in a fast paced and constantly changing environment
- Be committed to providing outstanding customer service

**Emotional Intelligence**

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek outside expertise and experience
- Self-regulation: Controlling or redirecting disruptive impulses and moods
- Motivation: remain self motivated while creating enthusiasm in others
- Empathy: understand and care about people's current reality

If the above interests you, then apply to join a fast paced, creative, and energetic team!

**Candidates who reside within a 45 minute commute of our office will be given preference.**

**Please note: This is a 40 hour a week position based at our headquarters in Niagara Falls, ON. This position does not provide an option to work remotely.**

**Vision**

We believe all people should be empowered.

**Mission**

We create the highest performing consumer electronics that are smart, simple, and stylish.

**Core Values**

Development: We value continuous learning that leads to positive change.

Efficiency: We are committed to new processes and techniques that improve results and create value.

Innovation: We embrace creativity, discovery, and a desire to Create What's Different.

Accountability: We honour our commitments through ownership and display integrity when delivering results.

Excellence: We challenge ourselves to add value that goes beyond what is expected.

## About Us

CWD designs, manufactures, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- \* Baby Safety Devices
- \* Do-it-yourself Video Security
- \* Wireless Connectivity Products
- \* Home Theater Audio
- \* Retro Music Systems
- \* Clock Radios
- \* Karaoke Systems

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.