



**JOB TITLE:** Sales Merchandising Manager  
**REPORTS TO:** Sales Manager

**LOCATION:** Warrenton, VA  
**FLSA STATUS:** Exempt

Pepsi Cola Bottling Company of Central Virginia is expanding our Leadership Team. We are searching for an experienced Merchandising Manager for our Warrenton, Virginia facility! If you are ready to upgrade your career with a company that is a household name, then this is the job opportunity for you!

### **JOB SUMMARY:**

Our Merchandising Manager will be responsible for ensuring the best customer experience by leveraging their own industry experience, data and competitive research in order to maximize customer conversion and retention. You will work with a focus on presenting featured releases, promotions, collections, product carousels, and “trending” spotlights in a manner that drives engagement. Our Merchandising Manager will have a deep understanding of what propels sales and a passion for strict visual standards.

The position will work cross-functionally with the Production and Sales teams to achieve sales plans, conversion goals, performance targets, and corporate goals. This role requires a balance of day-to-day-tactics and longer-term strategy.

### **PRINCIPAL FUNCTIONAL RESPONSIBILITIES:**

- Develop and manage KPI's that show merchandising success
- Manage and mentor Merchandising Team through appropriate training, communication, leadership, motivation, and evaluation to ensure the achievement of merchandising and sales goals
- Maintain and optimize a daily / weekly / monthly / quarterly merchandise calendar while maintaining a sharp awareness of the industry landscape and shopping trends.
- Create and present merchandising strategy and optimizations to the Leadership Team and Merchandising Team
- Understand customer touch points and engagement to help identify business opportunities and risks
- Responsible for ordering, receiving and distributing various vendor samples, POS materials and swag
- Work with the vendors to negotiate promotions/marketing dollars to help their products succeed
- Partner closely with the Sales Manager to ensure brand and product mix is aligned with our overall vision and customer needs

### **ESSENTIAL QUALIFICATIONS AND SKILLS:**

- 3+ years of experience in retail merchandising, preferably in the food and beverage industry
- Demonstrated ability to interpret sales patterns from quantitative and qualitative data
- Capable of managing, leading and developing Merchandising Team
- Proven communication, interpersonal, critical thinking, and problem-solving skills

- Excellent writing, speaking, and presentation skills
- Self-motivated, resourceful with a creative mindset
- A sharp eye for design and high interest in translating our brand(s) aesthetic through product offerings
- Ability to quickly learn internal systems, processes, and web-based applications
- Demonstrate proficiency in Microsoft Office
- Proven ability to function well in a collaborative environment
- High aptitude to work within deadlines, both autonomously and as part of a team

**Pepsi-Cola Bottling Company of Central Virginia is an Equal Opportunity Employer.**