

ROCKFORD CORPORATION

JOB DESCRIPTION

JOB TITLE: Business Planning Analyst

JOB CLASS: Exempt

JOB SUMMARY: Rockford Corporation is seeking a Business Planning Analyst to join our team. Duties include Sales/Demand Forecasting, Inventory Management, Key Account Maintenance, Pricing/Discount and Promotion Maintenance, and New Product Quotation Preparation.

ESSENTIAL JOB FUNCTIONS:

Sales/Demand Forecasting

Work closely with Sales & Planning Management to develop sku level sales forecasts for all sales channels including aftermarket, OEM and International;

Inventory Management

Manage inventory via detailed demand planning. Develop product specific inventory metrics and maintain inventory levels in line with established targets to maximize revenue potential.

Key Account Maintenance

Point of contact with Key Accounts regarding orders, forecasts, inventory planning and account maintenance to assure order, sales and inventory accuracy.

Maintain Price Lists & Discounts

Maintain Dealer and Distributor price lists and discount/promotion structures.

Reporting

Track and analyze sales, trends, and goal attainment for the Rockford Fosgate brand including preparation of accruals and rebate programs/payouts. Prepare and present ad hoc reporting and analysis in support of management and sales team requests. Identify problems, develop solutions, conduct analysis independently and in collaboration with others.

New Product Development

Financial Representative on New Product Development teams for new product proposals. Work with NPD Team to complete the financial section of all New Product Quotations. Strive to maximize profitability on new product proposals taking into consideration market and customer expectations.

JOB QUALIFICATIONS:

- Minimum one year experience in planning function or related financial field.
- Experience in working with sales and marketing organizations a plus.
- Experience with Oracle or other ERP and pricing systems a plus.
- Understand financial implications of business decisions. Specifically the P&L and Balance Sheet.

- Outstanding verbal, written, communication and analytical skills
- Proficient computer skills using Microsoft Office, specifically Excel, Word and Outlook

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.