



Title: Product Analyst

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Work Location: Glen Burnie, Maryland,

Description

Haines is searching for an experienced Product Analyst to join the Marketing Team in our Glen Burnie, MD headquarters. In this role you will help drive product marketing results by researching, analyzing and reporting on consumer product line performance as it correlates to Haines' online marketing campaigns, market placement and pricing. With an emphasis on research and analysis, you will also be responsible for utilizing data analytics through reporting to communicate research findings while offering product marketing recommendations related to price and margin. This is an interactive role that will offer a great opportunity to contribute and partner.

Location: [Glen Burnie, MD](#)

Summary of Responsibilities:

- Research marketing results and efforts, market trends, product trends, customer trends, and competition.
- Assists with establishing target results for the sales organization tracks actual results frequently and proactively takes action to ensure targets are achieved.
- Applies research, information gathering and analytical skills to drive product marketing results.
- Analysis Analyze, track, report on conversion rates and provide recommendations to maximize online performance.
- Analyze and communicate price and margin guidelines.
- Analyze the flooring industry marketplace and assist in positioning products at a competitive price.
- Reporting Effective use of reporting to determine what products should be marketed or removed based on sales history, new product introductions or closeouts.
- Utilize and communicate data analytics through reporting to communicate research findings while offering product marketing recommendations related to price and margin.

Department & Cross-Functional Partnerships

- Work with Graphics team to obtain and to edit product images or video from manufacturers for website and marketing to produce effective advertisements.
- Provide updates to Sales as appropriate on product performance, competitive analysis and financial reviews.
- Assists in the management of the product commercialization process including managing internal cross department efforts (vendor setup, pricing, item setup, and product specs), working with sample and display vendors and maintaining project launch timeline.
- Engage with various internal departments to help achieve sales goals.

Required Skills

- Bachelor's degree in Marketing or related non-technical field
- 3-5+ years experience as a Product Specialist/Analyst or in a position that drives product marketing results, preferably in the consumer goods industry
- Strong data analysis skills with the ability to analyze large data sets
- 2+ years experience with researching and analyzing product, customer and industry trends.
- Superior verbal and written skills, with ability to demonstrate creative writing capabilities
- A demonstrated desire to work independently while exhibiting a high degree of flexibility, self-motivation and accountability.
- Excellent Microsoft Office Suite Skills (Word, Excel, PowerPoint, Outlook)
- Must possess strong attention to detail and superior organizational, recordkeeping and research skills required.

Benefits

Our people are the backbone of our operation, and they are like family. We believe that happy employees lead to happy customers.

We provide competitive salaries, generous benefits and fun employee outings and events. Most importantly, we offer opportunities. Everyone in the organization has the opportunity for upward mobility. In fact, throughout the history of our company many of our company's leaders started in entry-level positions and worked their way up.

There is no better time to be at Haines than right now.

We are on a new journey of growth and change—building on our strong heritage and the commitment of all our associates—and we are looking for talented, hard-working and loyal people to join our distribution family.

Our benefits package is designed to be affordable, flexible and highly competitive.

Flexible benefit options:

- Medical
- Dental
- Vision
- Life Insurance (company funded)
- Supplemental Life and AD&D
- Short-Term Disability
- Long-Term Disability
- Flexible Spending Accounts
- 401(k) Retirement Savings Plan with match

Additional Perks:

- Employee Education Assistance Program
- Scholarship Program for children of our employees
- Flexible Paid Time Off (Sick, Vacation, and Personal Leave)
- Perfect Attendance Program (for our hourly employees)
- Recognition Programs
- Referral Programs

Comments

JJ Haines is the largest floor covering distributors in the United States with operations spanning across the Northeast, Mid-Atlantic and Southeast regions. Since 1874, Haines has maintained its focus on superior customer service and quality products. Our product portfolio consists of the best brands in the flooring industry—products that are found in more consumers' homes, architects' specifications and builders' showrooms than any other distributor's portfolio of products, which has helped contribute to our success.

Haines, Inc. is an Equal Opportunity Employer.

Kind: Full Time

Level: Professional

Apply

Please apply online

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