

**Wal-Mart Vendor Wage Survey Job Summaries 2015**

<b>Job Number</b>		<b>Survey Job Title</b>	<b>Job Description</b>	<b>Reports to:</b>	<b>Experience/ Education</b>	<b>Direct Reports</b>
001	Direct Selling	Walmart / Sam's Customer Team Business Unit Leader	<p>The Walmart / Sam's Customer Team Business Unit Leader is responsible for a significant portion of the team's business at Walmart. The Business Unit Leader is responsible for developing an effective and productive relationship with their category's Senior Vice President of Merchandising (DMM) and Executive Vice President of Merchandising (GMM) at Walmart/Sam's. Results accountability includes: Sales, Volume, Share growth, Cash and Stewardship.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Sets business objectives and operational targets for team.</li> <li>• Ensures efficient use of all resources including Trade Funds, operational overhead and personnel.</li> <li>• Conducts proactive business reviews identifying issues/opportunities/actions.</li> <li>• Coaches others and uses knowledge of markets, brand and category strategies across a broad customer base to anticipate and act on trends.</li> <li>• Leads and collaborates with cross-functional teams (at the customer level and within their own company) in the development and activation of the Customer Business Plans.</li> </ul>	Walmart Customer Team Leader or National Sales General Manager	15 - 20+ years of CPG selling & leading experience	7 to 10
002	Direct Selling	National Account Manager	<p>The National Account Manager is responsible for delivering key business results (Sales, Volume, and Share growth), excellent business building fundamentals (Assortment, Shelf, Price, Promotion, Display) and strong ROI investments for their category / brands. The National Accounts Manager is responsible developing an effective and productive relationship with their category's buyer and Senior Vice President of Merchandising (DMM) at Walmart.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Develop joint business plans and create strong, trusting relationships with customer to meet or exceed Sales, Volume, Share, and ROI objectives.</li> <li>• Develop short and long-term strategies and identify business building opportunities.</li> <li>• Collaborate internally to influence, build, and deploy company tools and processes to deliver business at the customer level.</li> <li>• Develop category plan-based selling stories for assortment, new items, pricing, promotions, display/merchandising tactics and plans.</li> <li>• Collaborate with and motivate multifunctional resources.</li> </ul>	Walmart / Sam's Customer Team Business Unit Leader	6 - 10+ years of experience in customer facing sales role in CPG industry.	0 to 6
003	Direct Selling	eCommerce Business Development Manager	<p>The eCommerce Business Development Manager is responsible for developing the strategic plans and systems to develop a long term viable eCommerce business with Walmart. Key deliverables for this role include eCommerce Sales, Volume, and Share across all categories. The eCommerce Business Development Manager is responsible for developing effective and productive relationships with Walmart senior leaders in eCommerce Ops. in Bentonville and San Bruno, CA.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Develop E-Commerce Joint Business Planning for all categories.</li> <li>• Define contact strategies.</li> <li>• Incorporate e-commerce requirements in all relevant sales &amp; marketing processes (e.g., demand planning, supply chain, etc.).</li> <li>• Development of e-commerce goals, strategies and roadmap with Walmart / Sam's account teams.</li> <li>• Integrate Shopper Marketing insights and Brand strategies and guidelines.</li> </ul>	Walmart / Sam's Customer Team Business Unit Leader	6 - 10+ years of experience in customer facing sales role in CPG industry.	1 to 4
004	Direct Selling	Account Executive / Senior Sales Analyst	<p>The Account Executive / Senior Sales Analyst supports smaller or less complex brands/categories. They are responsible for delivering key business results (Sales, Volume, and Share growth), excellent business building fundamentals (Assortment, Shelf, Price, Promotion, Display) and strong ROI investments. This role is responsible for developing an effective and productive relationship with their category's buyer.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Develop short and long-term strategies and identify business building opportunities.</li> <li>• Collaborate internally to influence, build, and deploy company tools and processes to deliver business at the customer level.</li> <li>• Develop category plan-based selling stories for assortment, new items, pricing, promotions, display/merchandising tactics and plans.</li> </ul>	National Account Manager	3-5+ years of experience in customer facing sales roles	0

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005	Direct Selling	Sales Analyst	<p>The Sales Analyst supports the account team by conducting in-depth analysis of syndicated data. The Sales Analyst analyzes competitive promotion plans/activities and recommends defensive promotion strategies. Sales Analysts may also create and sell the annual merchandising execution plan, manage the merchandising calendar and forecast promotional volume.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Understand and apply customer, consumer and industry insights using Nielsen Nitro, Nielsen Household Panel, Spectra, IRI and other market data (Marketing Mix Modelling, Assortment studies, etc.).</li> <li>• Conduct in-depth analysis of current executions of 4P strategies.</li> <li>• Make recommendations to customize national strategies to meet customer needs.</li> <li>• Understand brand strategies and priorities.</li> <li>• Assist in achieving flawless execution of new product initiatives.</li> </ul>	National Account Manager	<p>1-2 years experience or Entry Level</p> <p>BA/BS/MBA</p>	0
006	In-direct selling	Team Leader Category Management (Business Development Leader)	<p>The Team Leader Category Management leads the Walmart category management team to provide category insights, analytics and shelf management in order to deliver profitable sales with the customer. This role is responsible for building a trusting, influential, collaborative relationship with the category Senior Vice President (DMM) at Walmart. The Team Leader Category Management is responsible for the professional development and high performance of the category management team.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Lead the category management team to help the customer materialize targets and find solutions for their business needs.</li> <li>• Formulate and lead long term initiatives and projects that will drive mutual wins for the customer and account teams</li> <li>• Provides category recommendations to the customer based on insights derived from various analytics</li> </ul>	Business Unit Leader	<p>12+ years experience in customer facing sales role within the CPG industry.</p> <p>Bachelor's degree required. MBA preferred.</p>	4 to 10+
007	In-direct selling	Category Manager / Category Captain	<p>The Category Manager / Category Captain is responsible for supporting the customer to develop and execute a category joint business plan. This position acts as a consultant to the customer to identify opportunities that deliver category and customer growth through objective data-based recommendations. Manage long term, trusted relationship with the customer.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Determine customer specific needs and recommend modular modifications to enhance customer profitability and product distribution.</li> <li>• Act as category expert by presenting category presentations to the buyer based on analytics, shopper behavior, and insights.</li> <li>• Leverage analytical tools and integrate various data systems to develop new department and category insights and influence customer's future strategic direction of the category.</li> </ul>	Team Leader Category Management	<p>5 to 10 years in customer facing sales role within the CPG industry.</p> <p>Bachelor's degree required. MBA preferred.</p>	0 to 3
008	In-direct selling	Senior Category Analyst	<p>The Senior Category Analyst is responsible for supporting implementation of the category joint business plan by supplying data, analysis and insights to their Category's buying organization at Walmart. This role leads the category management team in developing modular recommendations and insight based presentations.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Provide analytic support to category teams using customer specific technologies including: Retail Link, Prospace, Nielsen, etc.</li> <li>• Create and modify modulars to increase customer's profit and distribution while preserving or increasing company's share of shelf.</li> <li>• Partner with Walmart buying organization - deliver ad hoc analysis as requested.</li> </ul>	<p>Category Manager / Category Captain or</p> <p>Team Leader Category Management</p>	<p>3 - 5 years in Category Analytics or customer facing sales in the CPG industry.</p> <p>Bachelor's degree required. MBA preferred.</p>	0
009	In-direct selling	Category Analyst	<p>The Category Analyst is responsible for providing data, reporting, and analysis utilizing retailer and market information to support Category Managers. Assist category management team in developing modular recommendations and insight based presentations.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Provide analytic support to category teams using customer specific technologies including: Retail Link, Prospace, Nielsen, etc.</li> <li>• Create and modify modulars to increase customers profit and distribution while preserving or increasing company's share of shelf.</li> <li>• May assist the customer with ad hoc analysis as requested.</li> </ul>	<p>Category Manager / Category Captain or</p> <p>Team Leader Category Management</p>	<p>Entry Level</p> <p>Bachelor's degree required</p>	0

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<b>010</b>	<b>Finance</b>	<b>Customer Team Finance Director</b>	<p>The Customer Team Finance Director is responsible for optimizing the business' P&amp;L with Walmart/Sam's across all categories.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Establishes, promotes and proactively enhances financial business processes, championing a culture of business excellence and driving appropriate change.</li> <li>• Leads financial and business effectiveness exerting considerable influence on the Walmart consolidated scorecard. The key "Performance" indicators are POS, Sales volume, Profits (internal and Walmart's Maintained Margin) and Share.</li> <li>• Ensures the integrity of all business processes in accordance with internal controls and Company's accounting standards.</li> </ul>	Finance VP	<p>10+ years of corporate finance experience.</p> <p>Bachelor's in accounting or financial field required; CPA and MBA preferred.</p>	1 to 2
<b>011</b>	<b>Finance</b>	<b>Category Finance Manager</b>	<p>The Category Finance Manager is responsible for providing financial oversight to category teams, helping facilitate key decisions related to sales and trade, with a focus on ensuring profitable growth and adequate return on promotional investment.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Detailed event level planning, trade spending review, forecasting, reporting, and ad-hoc customer analysis, with an emphasis on maintaining sound financial controls around trade spending.</li> <li>• Actively supports the Direct Selling positions during annual planning and promotional events through effective financial planning and trade analytics.</li> <li>• Conducts monthly business reviews for the customer teams in the area of promotions, trade related activities, etc.</li> </ul>	Customer Team Finance Director	<p>4-7 years of corporate finance experience.</p> <p>Bachelor's in accounting or financial field required; CPA or MBA preferred.</p>	1
<b>012</b>	<b>Finance</b>	<b>Financial Analyst</b>	<p>The Financial Analyst is responsible for providing financial support for merchandising plans, payout analysis, assisting on optimization strategy of Trade Funds and critical stewardship work including Audit claims and CSA preparation.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Primary support of the Category Finance Manager through the effective completion of various financial and trade fund analyses.</li> <li>• Owns end-to-end audit claim research, resolution and external communication with multiple audit firms.</li> </ul>	Category Finance Manager	<p>1-2 years of accounting/finance experience preferably in corporate finance.</p> <p>Bachelor's in accounting or financial field required.</p>	0
<b>013</b>	<b>Insights &amp; Marketing</b>	<b>Category Marketing Manager</b>	<p>The Customer Team Marketing Manager leads and directs the marketing by identifying key shopper insights and developing strategies and tactics aligned with Walmart. This position focuses on growing awareness, trial and loyalty at the retail level. All efforts are designed to grow sales and share for the Company and the retailer by developing and implementing programs that leverage the strategic equities of both.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Develop the vision and set the Marketing direction with the customer.</li> <li>• Lead strategic thinking with Walmart's top officers of marketing and merchandising.</li> <li>• Work in concert with National Account Managers to ensure robust plans with the customer.</li> <li>• Enable Walmart to differentiate themselves vs. competition.</li> <li>• Improve new product launch success.</li> <li>• Lead development of holistic co-marketing plans that leverage the Company and retailer equities.</li> <li>• Leverage consumer/shopper understanding to identify opportunities to build the organization's brands.</li> </ul>	Shopper Marketing Team Leader or Business Unit Team Leader	<p>5 to 10 years of direct sales or marketing experience.</p> <p>BA/BS required (preferably in marketing or related field) MBA preferred.</p>	1 to 2

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014	Insights & Marketing	Shopper Insights Manager	<p>The Shopper Insights Manager is the resident expert on the Walmart shopper, providing thought, leadership, and critical input into strategy. Understands core Walmart business issues and actively contributes to creation and achievement of joint business objectives through insights. The Shopper Insights Manager integrates brand strategies, customer strategies, and fact based insights to deliver persuasive shopper recommendations and presentations.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Adapts, sells, and executes Company HQ consumer/shopper insights for customer application in support of achieving Company business objectives.</li> <li>• Communicates and provides education on shopper insights, implications, and utilization with customer team members.</li> <li>• Actively participates in the continuous business planning process. Plans, develops, customizes, and conducts platform presentations with Company customer and/or channel teams.</li> <li>• Mines customer POS data and loyalty card data and information for new opportunities and in support of existing initiatives/actions.</li> </ul>	Shopper Marketing Team Leader or Business Unit Team Leader	<p>5 to 10 years of shopper, brand or market research experience in the CPG industry;</p> <p>BA/BS required (preferably in marketing or related field) MBA preferred.</p>	0 to 1
015	Insights & Marketing	Marketing Specialist/Marketing Assistant	<p>The Marketing Specialist is responsible for marketing program management and execution across multiple (1 to 3) categories. The main responsibilities include leadership in execution, compliance with internal &amp; external control, and purchasing of goods &amp; services for marketing execution ensuring timely and accurate customer and supplier payment &amp; accounting.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Owns all marketing project execution, ensuring project delivers on time, within budget, and with excellence; Leads post-event "correction of errors" with Customer and Agency.</li> <li>• Owns Budget Management ensuring spending does not exceed budgets, brand allocation strategies and tactic identification adhere to policy guidelines and allocations across fiscal years.</li> <li>• Responsible for purchasing goods &amp; services for marketing execution, timely payment to customer &amp; suppliers, supplier estimate approval, and customer co-op completion &amp; approval.</li> </ul>	Category Marketing Manager	<p>1 - 2 yrs. of retail/marketing experience in the CPG industry ;</p> <p>BA/BS required, preferably in marketing or related field.</p>	0
016	Supply Chain	Supply Chain Team Leader	<p>The Supply Chain Team Leader is responsible for leading the logistics operation to deliver Best-in-class service results to Walmart including inventory, in-stock, forecast accuracy, on time delivery and SAMCB (service as measured by customer). This role is responsible for developing and maintaining strategic partnerships with key Walmart Supply Chain and replenishment executives.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Actively participate in Joint Business Planning and commercial meetings with Walmart to insure alignment between Demand and Supply Chain capability.</li> <li>• Lead the identification and implementation of value added systems and processes that drive growth, cost savings and supply chain efficiencies.</li> <li>• Ensure sufficient linkage and support with internal partners to deliver sufficient supply chain management, processes and systems.</li> <li>• Lead seamless communication with the Customer, Sales Team and Regional/National Logistics Centers.</li> </ul>	Business Unit Leader or Supply Chain Director	<p>8 - 12+ years experience in Customer Service, Logistics, and/or Forecasting preferably in a fast moving consumer goods organization.</p> <p>BA/BS Supply Chain Mgmt., Logistics or Operations. MBA Preferred</p>	5 to 8
017	Supply Chain	Category Logistics Manager	<p>The Category Logistics Manager is responsible for managing the Forecasting &amp; Replenishment Analysts and leading Walmart specific supply chain initiatives and projects.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Establish the priorities and develop the capabilities of the Forecasting &amp; Replenishment Analysts to deliver excellent results in forecast accuracy, fill rate and in-stock.</li> <li>• Enable Sales team to leverage and commercialize supply chain improvements.</li> <li>• Develop relationships with Walmart personnel in operations and distribution.</li> <li>• Influence customer supply chain business decisions and practices to deliver increased profitability.</li> </ul>	Supply Chain Team Leader	<p>5 - 8+ years experience in Customer Service, Logistics, and/or Forecasting, preferably in a fast moving consumer goods organization.</p> <p>BA/BS Supply Chain Management or another related discipline.</p>	2 to 5

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018	Supply Chain	Category Replenishment Analyst	<p>The Category Replenishment Analyst is responsible for their category's replenishment strategy and managing the merchandising product flow to shelf. The role's deliverables include store in-stock, retail inventory, retail forecast accuracy, and event sufficiency.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>Analyze retail level data and recommend systemic interventions to optimize customer cash &amp; shelf-availability</li> <li>Manage replenishment and inventory integration.</li> <li>Optimize merchandise plan for best POS/sell through per store and product supply flow for best service (quantity per item/per display/per store/per week/etc.).</li> <li>Manage new item analysis for replenishment setup (forecast, safety stock, DC flow, etc.).</li> <li>Influence upstream merchandising pre-planning with AE/National Account Manager to insure excellent execution.</li> </ul>	Category Logistics Manager	1-2 years experience or Entry Level  Bachelor's degree	0
019	Supply Chain	Planning/ Forecast Analyst	<p>The Planning/Forecast Analyst is responsible for the volume forecasting process for multiple categories to ensure business sufficiency against customer/company targets. Key deliverables include monthly forecast/projection accuracy and weekly volume requirements.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>Analyze category consumption, current inventory, business trends, monthly promotions, initiatives, and events.</li> <li>Analyze daily performance of run rates, inventory, &amp; events to project/update month end actuals vs. forecast.</li> <li>Calculate cannibalization of base turn/items due to promotions, initiatives, &amp; events.</li> <li>Leverage insights to project forward where the business is growing or declining &amp; by how much.</li> <li>Develop a by month, by sub-category volume forecast for each business to articulate projected actuals vs. target.</li> </ul>	Category Logistics Manager	Entry Level  Bachelor's degree	0
020	Supply Chain	Order Management Analyst	<p>The Order Management Analyst is responsible for the order to cash process for their category and manages merchandising flow from customer Purchase Order to Distribution Center. Key deliverables include order Fill Rate, Must-arrive-by date (MABD), Supply Chain Reliability (SCR) and DC In-stock.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>Event Execution to support modulars, initiatives, new items and hard/soft conversions.</li> <li>Manage short-term and long-term supply chain availability outages (allocation/MIP) by coordinating the distribution of available cases across Walmart's Distribution Network and securing additional cases to maintain in-stock.</li> <li>Analyze the order management cycle within the supply chain to improve efficiencies.</li> </ul>	Category Logistics Manager	Entry Level  Bachelor's degree	0
021	Other	Office Administrator	<p>The Office Administrator is responsible for providing administrative assistance and secretarial support for the Business Unit Leader and other members of the team. The Office Administrator acts on behalf of the business unit leader in their absence and ensures the proper flow of communication on organizational matters.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>Coordinates on-site and off-site sales &amp; marketing Meetings.</li> <li>Prepares PowerPoint presentation materials.</li> <li>Tracks and maintains department budget.</li> <li>Screens and prioritizes correspondence and drafts responses.</li> <li>Travel coordination and expense reporting.</li> <li>Onboards new team members and maintains personnel files.</li> </ul>	Walmart / Sam's Customer Team Business Unit Leader	High School diploma	0