



## POSITION DESCRIPTION

**Title:** Sales Analysis and Forecast Manager  
**Department:** Operations  
**Division:** Hunting Division

**Reports to:** Director of Hunting Operations  
**Location:** Birmingham, AL  
**Job ID:** 8584

### General Description:

The Sales Analysis and Forecast Manager is a managerial position, responsible for leading the Hunting Division Analytics team in building, deploying and supporting predictive models using a wide variety of modeling techniques deployed across multiple aspects of the business. The successful candidate will have a proven track record in delivering insight with strong grounding in analytical research. The candidate must also demonstrate strong management, recruiting and leadership capabilities with an ability to clearly communicate and present the team's overall charter and deliverables. The position requires a unique combination of strategic and tactical skills that will enable the successful candidate to significantly impact the company's transformation and sustained profitable growth.

### Scope & Responsibilities:

- The manager will be responsible for interacting cross functionally with Operations, Brand teams, Marketing, Sales, and Finance to coordinate and oversee the collaborative development of product forecasts and sales analysis for assigned brands. This position is responsible for driving continuous improvement in sales analysis, forecast accuracy and forecasting processes to positively impact inventory positions, sales and margin.
- Lead and provide direction to the Analytics team by setting team goals, analytics agenda and organizing tasks/projects based on the company and division priorities. Teaching, coaching, mentoring and growing the team through direct employment and leveraging 3rd party sourcing to meet growing demand is expected.
- Partner with the division team to generate forecasts through predictive analytics and develop into a sustainable and scalable strategic framework. Act as a key member in the development of new analytics products and strategies.
- Create a strategic framework that supports the development of algorithms that help develop, analyze, and validate predictive models, build recommender systems and evaluate the effectiveness of these systems.
- Guide research to help develop product business models, ideas, leverage new data sources, expand analytical techniques and support infrastructure. Evaluate forecast models and explore new methodologies. Lead the analysis and understanding of customers using advanced analytics and data driven processes.
- Effectively communicate and translate results to Leadership Teams. Enable Hunting Division management to make informed, data-based decisions by providing business analyses and analytical support, particularly in areas where data is difficult to access / unreliable and where a high level of analytical skill is required.
- Carry out other duties, responsibilities, and projects as assigned, in an effective manner.
- Be guided by EBSCO's values and behaviors.

### Basic Qualifications:

- Bachelor's Degree in Mathematics, Economics or Statistics (or other quantitative field) required. Graduate degree preferred. With either degree, specialized studies in forecasting, modeling, data mining and/or statistics is highly preferred.
  - Five (5) + experience in sales analysis, predictive analytics, statistics or modeling is required.
  - Proven understanding of forecast methodologies.
  - Must be very organized and have excellent time management skills.
  - Proficient in utilizing Microsoft Excel and PowerPoint for data analysis and presentations.
  - Experience with Tableau preferred.
  - Listens well and seeks input from others. Knows how to effectively communicate and sell his/her ideas at all levels.
  - Excellent verbal and written communication skills.
-

# PRADCO

OUTDOOR  BRANDS

SINCE  
1894

**About PRADCO Outdoor Brands**

*PRADCO Outdoor Brands (POB), a division of EBSCO Industries Inc., is the largest company in the world that manufactures and markets major hunting and fishing products under one parent organization. We are a leader in producing game calls, scents, attractants, game feeders, game cameras, tree stands and fishing lures. PRADCO Hunting owns the brands Moultrie, Summit, Knight & Hale and Code Blue. PRADCO Fishing owns more than 20 brands including Rebel, YUM, Booyah, Lindy and Bomber Saltwater Grade. For more information on PRADCO products, please visit our website at [www.pradcooutdoorbrands.com](http://www.pradcooutdoorbrands.com). As a member of the EBSCO family of companies, PRADCO team members participate in a selection of outstanding benefits, including: EBSCO Profit Sharing Trust, Excellent Medical/Dental/Drug/Vision benefits, and many other benefits.*

**Interested candidates should apply by going to the “Careers” section of [www.ebscoind.com](http://www.ebscoind.com) and searching for Job ID #6638**

