

## Senior Insight and Planning Analyst

Are you strong at analyzing data and facts (the “What”), identifying underlying drivers (the “Why”) and translating findings into value-adding commercial reality (the “So what”)? Join us as integral part of our Czech Insights Team, in the role of **Senior Insight and Planning Analyst** where you will play an independent and pivotal role to **navigate our business, co-create strategies and help land initiatives to leverage the potential of our brands within a dynamically developing environment**. You will report to the Insights Manager (Czech & Slovakia) and work closely with the Sales, Marketing and Finance departments to drive continued and sustainable business success.

### In your role you will:

- **Analyze and plan** developments of different nicotine categories in the Czech market
- Effectively **communicate analysis findings** together with recommended action steps to partners across levels of the company
- Map out our future and **model sales volume & value plans**, incorporating input from other departments
- **Identify** growth segments and contextualize new **opportunities as well as risks** to our portfolios while recommending course of action
- Anticipate and analyze the **impact of competitive and regulatory changes** to nicotine categories and our business
- Drive and further **develop our performance reporting** to help delivery against plans
- Collaborate with the Finance department in preparation of the P&L

### What we are looking for:

- Strong experience and track record in **Insights, Business Intelligence and/or Demand Planning**, ideally in FMCG or market research/business consulting background
- Deep knowledge and experience in forecasting, analysis, reporting and translating findings into **actionable recommendations**
- Ability to effectively **communicate and influence** across hierarchical and functional levels
- Professional language command of Czech and English
- Willingness to participate in **international projects**
- Very good application of MS Excel and MS Power Point (PowerBI & Think Cell an advantage)
- Independent and structured working style, self-starter, **strong sense of ownership and accountability**, high curiosity and willingness to learn

### We offer:

- **An exciting position in a successful, international company**
- Room to bring your ideas and turn them into action
- **Attractive financial compensation**
- **Space for personal development and grow with the business**
- Flexible working hours, option to work from home and other fringe benefits

Start date: as soon as possible (via agreement).

**Do you want to get more information or apply for this position? Just contact us to [pracujunas@cz.imptob.com](mailto:pracujunas@cz.imptob.com).**