Graphical user interface

Description automatically generated

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| ROLE PROFILE | | | |
| Job title | Senior Category Manager | Date | Sept 2024 |
| Business | Food to Go | | |
| Department | Category Team | | |
| Location | Ashton Green & Melton | | |
| ROLE SUMMARY | | | |
| A leading role within the FTG category team with a significant customer partner, the senior category manager is responsible for creating truly differentiated and bespoke category plans realising growth for customers and Samworth Brothers. Demonstrating continuous best in class category management principles and working with cross functional teams to elevate the shopper experience and ensure Samworth Brothers Category are the team of choice. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Head of Category | | |
| Deputy |  | | |
| Direct & indirect reports | Category Executive | | |
| Key internal stakeholders | Commercial Team: Category, Sales, Development, Finance  the Group Insights Manager for FTG | | |
| Key external stakeholders | Customer Category Commercial, Development and Marketing teams  Relevant Shopper Marketing & Insights contacts across FTG customers | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| Key day to day customer contact for bespoke customer category management within Samworth Brothers Food to Go function:   * Translate category and channel strategies into tailored customer strategies to execute through customer category growth plans that encompasses the market, the category, the customer, and the shopper. * Own the evaluation of market, category, customer, shopper, consumer, and key initiatives to create and maintain category reports and presentations with actionable insights. * Develop and build on the actionable insights to create and drive robust plans to drive mutual growth for customers and Samworth Brothers. * Influence and embed customer & category strategies into differentiated shopper centric plans to inform the key category levers, Range, Merchandising, Price & Promotion. * Being the voice of the consumer, shopper and customer to build and champion category initiatives across functional internal and external customer teams. * Building on Samworth’s category credentials by ensuring insights are at the heart of all decision making to shape initiatives, including the innovation pipeline. * Work collectively with key contacts within customers, agencies, and internal teams to influence best in class category activation. * Analyse effectiveness of NPD, campaign launches and activity, informing future innovation and activation. * Delight and engage key customer contacts with compelling stories and activities to ensure Samworth Brothers are the category partner of choice. * Line Manage and development of category team members where appropriate for capturing market and category intel, shopper behaviour and reporting. | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | |
| 5 years previous experience in a Category Management focused role within FMCG, with experience of creating and executing collaborative growth plans and initiatives that have made a positive impact for their business and customers  Able to work both autonomously to build and collaboratively, with internal and external teams, to develop and deliver credible category initiatives  Customer and category focused with a core motivation to delight and deliver.  Excellent interpersonal skills that demonstrate professionalism at all times coupled with an inquisitive approach to category management - always conveying the ‘so what’.  Excellent data literacy skills, with the ability to illustrate skill in integrating data and insights.  Enjoys generating creative and effective solutions.  Ability to present in an engaging manner to a variety of stakeholders.  Comfortable managing and influencing multiple stakeholders that are both internal and external and is a multitasker who works well both independently and as part of a team. | | | |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS | | | |
| **Competency** | **Descriptors** | | |
| Values People | Promotes an environment that values, encourages, and supports differences.  Ensures that different experiences, styles, backgrounds, and perspectives are leveraged appropriately and follows through on commitments. | | |
| Customer Focus | Understands our consumers and wants to do the best for them by anticipating current and future customer and consumer needs.  Holds self and others to the highest technical and customer service standards. | | |
| Collaborative Team Working | Proactively offers support so that others can grow, improve their prospects, and achieve their full potential.  Fosters communication, ideation, and knowledge exchange across teams. | | |
| Flexibility & Adaptability | Anticipates obstacles and hurdles and works hard to remove them for his/ her team.  Helps others be resilient and adapt to difficult / changing situations. | | |
| Initiative & taking ownership | Creates a culture where people feel encouraged and empowered to take initiative.  Believes that there are no limits to what we can achieve together.  Grabs an opportunity to improve self, colleagues, or the business with both hands. | | |
| Drive for Excellence | Is committed to continuous improvement for self and the team; always exceeding expectations by delighting and engaging internal stakeholders and external customers to ensure the FTG Category team is the team of choice. | | |
| Resource Management | Effectively manages resources. | | |
| Technical Expertise | Operates to a high standard able to influence the Category, drive Category team development and support the Leadership of the category (Strategy and Vision) and drive customer category performance (centred around the 4Ps) | | |
| Self-Management | Uses a combination of feedback and reflection to gain insight into personal strengths and weaknesses, so that own time, priorities, and resources can be managed to achieve goals. | | |