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| ROLE PROFILE | | | | |
| Job title | Category Development Manager | Date | October 2020 | |
| Business | Samworth Brothers Savoury Pastry | | | |
| Department | Category Development | | | |
| Location |  | | | |
| ROLE SUMMARY | | | | |
| To play a key role in the Category Development and wider Commercial team to develop and deliver the Category Strategy with designated customers which will enable Samworth Brothers to lead the Category agenda with those customers, influencing their behaviours and actions to the shoppers’, category’s and Samworth Brothers' benefit. | | | | |
| REPORTING STRUCTURE | | | | |
| Reports to | Senior Category Development Manager | | | |
| Direct & indirect reports | N/A | | | |
| Key internal stakeholders | All teams within the commercial, marketing and finance functions | | | |
| Key external stakeholders | Retailer contacts, e.g., buyers, merchandisers, format contacts, store operations and external agencies as appropriate, e.g., IRI Hive, Kantar | | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | | |
| 1. To develop and execute the annual customer category plan, influencing the customer to execute our category vision, category, merchandising and promotional strategies, segmentation, category/consumer/shopper research and category initiatives. 2. To identify and manage customer specific category initiatives and projects (customer and/or Samworth Brothers driven) (demand and supply) to increase sales and profitability in the Savoury Pastry category for both Samworth Brothers and our customers 3. To lead and deliver the range, seasonal review and gap analysis processes with our customers that deliver the category strategies, using a Samworth brand solution wherever possible. Actively manage Samworth Brothers range through Portfolio Management and the distribution tracker to facilitate better management of the tail and drive distribution of best sellers to respond to shopper demand. 4. To lead and deliver merchandising reviews and category Point of Purchase (POP) tactics as needed with customers, managing store trials and roll out plans as appropriate. 5. To lead and deliver promotions tactics with the customer including regular reporting, influencing and evaluating customer promotions. 6. To provide regular category performance tracking (monthly and quarterly) to the customer where required (using our information and/or retailer specific data) and to maintain category analytical tools as appropriate. 7. To manage the budget allocated to their account and display cost awareness and efficiency with regard to the overall department budget hitting the YE forecast | | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | | |
| * Significant category management experience within a FMCG environment, operating at a manager level. * Knowledge: Full understanding of the Category Management process; Range review process; innovation process and Portfolio management; excellent understanding and knowledge of retailers; * Experience of developing and coaching others in category management techniques. * Solid experience of the different software systems and their uses where applicable: Outlook, Microsoft Office, Excel and Powerpoint. Asda Retail link; Dunnhumby; I2C; Coop Hive, JDA. Good working knowledge of continuous and ad hoc data sources and applicable suppliers and tools i.e. IRI and Kantar. * Great commercial skills: good understanding of the industry; analytical. * Planning skills: experience of creating, implementing and engaging others to achieve customer category plans. * Analytical: Can present complex information in a clear confident and enthusiastic manner; Effective use of facts and data to support a proposal; Understands the cost base and makes improvements/recommendations based on cost/benefit and/or ROI analysis. Up to date on competition information and identifies potential threats to our business. * Great communication skills: impactful presentation skills; articulate, influential- demonstrates flexibility; persuasive- can develop persuasive arguments. expresses views clearly and concisely * Great relationship builder- experience in establishing credibility and rapport with both internal and external contacts at a senior level. Listens and welcomes ideas from others; manages conflict to an acceptable outcome for all. * Experience of establishing regular and ad-hoc reporting and analysis of customer/product/project performance and developing action plans to rectify performance/profitability issues. * Project management skills: Ability to plan implementation of short-term work and/or projects. | | | |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS | | | | |
| **Competency** | **Descriptors** | | | |
| Values People | *Demonstrates the belief that people are our most important asset and central to the success of the organisation. Everybody should be treated with dignity and respect at all times.* | | | |
| Customer Focus | *Demonstrates the understanding that the satisfaction of our internal and external customers is the foundation of our success* | | | |
| Collaborative Team Working | *The willingness to act as part of a team and work towards achieving shared objectives through adopting best practice in line with PQP and Federalism.* | | | |
| Flexibility & Adaptability | *The ability to change and adapt own behaviour or work procedures when there is a change in the work environment, for example as a result of changing customer needs.* | | | |
| Initiative & taking ownership | *Steps up to take on personal responsibility and accountability for tasks and actions in line with PQP and Federalism.* | | | |
| Drive for Excellence | *Knows the most effective and efficient processes for getting things done, with a focus on continuous improvement.* | | | |
| Resource Management | *Effectively manages resources and cost drivers to achieve sustainable productivity and profitability.* | | | |
| Technical Expertise | *Has the skills, knowledge and experience required to excel in own area of specialism and the willingness to further grow and develop.* | | | |
| 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.* | | | |