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| ROLE PROFILE |

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| Job title | Category Manager | Date | July 2025 |

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| Business | Walkers Deli & Sausage |
| Department | Category (part of the Commercial Team) |
| Location | Site Based. Cobden Street, Leicester, LE1 2LB |

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| ROLE SUMMARY |
| Walkers Deli & Sausage Co. is a standalone business within Samworth Brothers supplying across a number of Categroies across most of the UK Retailers. It can trace its history back to the 1820s but has also grown every year for the last 30 years and we have clear plans in place to grow this further. We supply into a wide range of categories – from premium sausages & sliced cooked meats, into BBQ, Pate, Xmas Accomps & Protein Snacking.  This role is a senior managers role within the Commercial Team & entails working with the Business Directors, the Head of Category, Senior Category Managers, the Insight Team and the Commercial & NPD teams to deliver clear category plans rooted in great insight & analysis.  The role will also involved working across Samworth Brothers with colleagues from other business units to drive the One Samworth approach |
| REPORTING STRUCTURE |

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| Reports to | Senior Category Manager |
| Direct & indirect reports | Depending on experience, it is possible that one Category Exec will report into this role. Support & mentor for other Category Managers & Execs in the team |
| Key internal stakeholders | The business Directors, Commercial & Development, Group Insight, internal colleagues such as Technical & Process teams, the Samworths Group Executive Board |
| Key external stakeholders | Retail customers (depending on the customer & relationship, this could include Buyers, Developers, Merchandisers, Category Planners, Insight Teams, Brand Teams)  Agency contacts: Data (Kantar, Dunnhumby etc), Market Research & Creative/Design agencies |

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| **KEY ACCOUNTABILITIES AND RESPONSIBILITIES** |
| 1. **Category Planning Process**   Works with the wider team to develop a clear & concise Category Plan. Helps identify & quantify the key priorities. Develops customer category plan(s) to deliver growth in line with the Category Visions & aims and objectives of both Samworth Brothers & our retail partners.   1. **Regular Customer Reviews**   Leads regular market & category reviews with all customers with clear conclusions & recommendations. Ensures that we talk total category. Makes best use of the tools & techniques available. Seeks new data sources & insight as well as ways of improving our approach.   1. **Stage Gate Process**   Understands the Samworth Brothers Stage Gate process and the role that Category play within it. Is pro active in ensuring that category performance & shopper insight feeds in at the right time. Influencing Internal NPD Briefs, Retailer Briefs & leading the internal Gate 0 process   1. **Shopper Insight**   Has a clear understanding of our core shoppers – who, why, when etc. Engages with the Central Insight team when appropriate. Clearly identifies gaps in our understanding & has plans to solve this. Brings the shopper to life & is widely seen as the “voice of the shopper”   1. **Effective Communication**   Communicates clearly & effectively both internally & externally. Ensures all stakeholders are up to date with relevant info & insight. Is seen by the customer as the expert. Develops clear & compelling actions based on insights from the macro environment, market, retailer, shopper & consumer. Management & delivery of regular monthly & seasonal reporting   1. **Merchandising**   Where appropriate, gets involved on ranging & merchandising decisions. Owns the Point of Purchase & creates plans to include pricing, promotions, merchandising, space & flow, range & distribution, activation & e-commerce.   1. **Data Accuracy & Usage**   Support the Cat Execs to ensures that all data is accurate & robust. Ensures that we use all data available to drive category plans. Seeks out new data sources when & where appropriate   1. **Strategy**   Understands the Retailers strategy & can identify how that impact our business. Understands the Samworth Brothers strategy and how our business operates within that. Provide strategic direction for the development of our categories within our retail partners, including identification of new opportunities   1. **People Development**   Manages, develops & coaches Category Execs plus Grads/HLAs/IPs to fulfil their potential. Supports fellow Category Managers. Helps develop category & consumer understanding within the wider business team, particularly customer facing functions (Commercial, NPD & Technical) |
| **QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE** |
| **Essential**   * Category management experience within a FMCG environment, operating at a manager level * Own Label experience within Food & Beverage industry * Experience interpreting market and consumer insight data (EPOS, Dunnhumby, Kantar, Mintel etc.) * Experience in working with major UK Retailers * Detail orientated * A proven ability to deliver insightful presentations with impact which deliver tangible outcomes * Keen to develop knowledge and be an expert, talking articulately about the industry, retailer, shopper & consumer * Compelling and engaging communication style that conveys the expertise expected of a senior manager * Ability to grow relationships with key stakeholders & influence at all levels * ‘Hands on’, can do, flexible approach * Excellent knowledge of Microsoft Office especially Excel and PowerPoint * High standard of written & verbal communication * Ability to manage workloads & identify priorities * Full UK Driving License * Able to commute to Leicester Head Office approx. 2-3 days a week plus travel to customers   **Ideal**   * Experience working with Tesco & knowledge of their internal processes * Experience working in the Chilled category * Experience working with retailer loyalty data * Involvement in creating category visions & strategies * Experience of leading consumer research * Degree educated |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS |

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| **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 | Is passionate about quality, striving to continuously make a positive difference for our customers and our consumers. |
| 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 our team vision and Company values. |
| Flexibility & Adaptability | The ability to change and adapt your behaviour or work when there is a change in the working environment, for example as a result of changing customer needs. |
| Initiative & taking ownership | Steps up to take personal responsibility and accountability for tasks in line with our team vision and our Company values. |
| People Management | The ability to understand people and their motivations, build good relationships with them and help them unlock their potential. |
| Empowering Others | Creates an environment where people feel required and enabled to take ownership and responsibility. |
| Coaching for performance | The ability to help others achieve more through two-way feedback, clear direction and enabling. |
| Analysis & Planning | The ability to take a range of information, think things through logically and prioritise work to meet commitments aligned with organisational goals |
| Drive for excellence | Knows the most effective and efficient processes for getting things done, with a focus on continuous improvement. |