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| ROLE PROFILE | | | |
| Job title | Category Executive | Date | April 2024 |
| Business | Food to Go | | |
| Department | Category Team | | |
| Location | Ashton Green | | |
| ROLE SUMMARY | | | |
| Responsible for capturing Food to Go market and category intel, shopper behaviour and reporting to aid and deliver focussed insights to support category and commercial decision making, category customer plans, category activation and customer engagement.  The candidate will need to be able to manage and engage a wide variety of stakeholders  within the Food to Go Commercial, Category, Insights teams, and with a variety of customers. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Category Manager | | |
| Deputy |  | | |
| Direct & indirect reports |  | | |
| Key internal stakeholders | Commercial Team: Category, Sales & Development  The Group Insights Manager for FTG | | |
| Key external stakeholders | All Food to Go customers | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| Key contact for market and category observations, insights and reporting to ensure the Food to Go category team are the eyes and ears for our internal and external customers, with a passion to report beyond the numbers:-   * Owns the weekly Market Insights Reports capturing latest market and category observations and insights to be shared with both internal and external customers; this report is critical to customer engagement and demonstrating our knowledge and expertise within Food to Go. * Responsible for category reporting utilising a variety of data, e.g. EPOS, panel and loyalty data to support category understanding within the category, commercial teams and for customers. * Collating seasonal reviews shared both internally and externally, to demonstrate our understanding of the market and to identify trends and behaviours to inform the approach to future campaigns. * Responsible for in store pricing / range analysis, managing weekly store audits and communicating key changes with internal stakeholders in Category, Sales and Development. * Working with the Category and Insights teams to understand consumer perceptions and behaviours, to feed into the cross functional Commercial team. * Supporting the delivery of customer category strategy activation, customer presentations, tactical category activation and other analytical and creative project work. * Provides category support to influence ranging, merchandising and campaign activation in store and on digital platforms. | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | |
| Preferred previous experience in a Category & Shopper Marketing focused role within FMCG  Strong team player as well as a self-starter, motivated, supportive, foodie, passionate and aware.  Excellent data literacy skills, with the ability to illustrate skill in integrating data and insights with the ability to use both Excel and PowerPoint.  Customer and category focused with a core motivation to delight and deliver, with a flair for building and maintaining relationships at all levels, whilst also being able to manage multiple stakeholders.  Is creative, innovative and has a hands-on approach and enjoys generating effective solutions. | | | |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS | | | |
| **Competency** | **Descriptors** | | |
| Values People | Welcomes and works equally well with people both outside and inside the organisation and follows through on commitments. | | |
| Customer Focus | Fosters a customer-focused environment and ensures quality standards are continuously being met. | | |
| Collaborative Team Working | Leads with a team focus, working through networks of people within own operating business and fosters great communication across teams. | | |
| Flexibility & Adaptability | Anticipates obstacles and hurdles and works hard to remove them for his/ her team whilst also encouraging others to keep an open mind and take on a challenge. | | |
| Initiative & taking ownership | Able to learn quickly when facing unfamiliar tasks and takes on the responsibility to meet commitments. | | |
| Drive for Excellence | Is committed to continuous improvement for self and on behalf of the wider team. Always exceeding expectations for insights and delivery. | | |
| Resource Management | Effectively manages resources. | | |
| Technical Expertise | Ability to develop communication, presentation, analysis and judgement skills to develop actionable insights. | | |
| 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. | | |