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| ROLE PROFILE | | | |
| Job title | Senior Category Development Manager | Date | Sept 2022 |
| Business | Samworth Brothers Savoury Pastry | | |
| Department | Category Development | | |
| Location |  | | |
| ROLE SUMMARY | | | |
| The Senior Customer Category Development will be a leading role with the wider Commercial Teams, to develop and deliver the Category Plan in major multiple customer/s which will enable Samworth Brothers to lead the Category agenda within that customer, influencing the customer's behaviours and actions to the shoppers', category's and Samworth Brothers benefit. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Category Director | | |
| Direct & indirect reports | Category Development Manager or Executive | | |
| Key internal stakeholders | Sales Managers; Shopper Marketing Managers, the immediate and Group Category Development Team; Portfolio and Innovation Managers and Commercial Finance contacts | | |
| Key external stakeholders | Designated major multiple customers (Key contacts include: Buying contacts, Merchandisers, Category Planners, Format teams, Store personnel | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| **Customer Category Management**   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 Brothers solution wherever possible. Actively manage the Samworth Brothers range through Portfolio Management and distribution tracking 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 tactics as needed with customers, advising on merchandising plans, 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 (using our information and/or retailer specific data) and to maintain category analytical tools as appropriate. 7. Where appropriate, to become the departments' power user on specific databases (eg Retail Link, Dunnhumby, I2C, Coop Hive, etc) leveraging insight for category development. 8. To manage, motivate, coach and develop the direct report and playing a leadership role within the wider Category Development team to achieve the goals and targets set. 9. 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. * People management experience, gained both managing direct and indirect teams. Excellent coach and mentor to others. * 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. * High level of 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. * Excellent 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. * Excellent communication skills: impactful presentation skills; articulate, influential- demonstrates flexibility; persuasive- can develop persuasive arguments. expresses views clearly and concisely * Excellent 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 adhoc 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.* | | |
| People Management | *The ability to understand people and their motivations, build good relationships with them and help them unlock their potential.* | | |
| Decision making and judgement | *In line with our guiding principles of PQP & Federalism, makes timely and informed decisions that take into account the facts, goals, constraints and risks that keep the organisation moving forward.* | | |
| Commercial awareness | *Demonstrates an understanding of the impact decisions and actions have on the organisation in line with PQP and Federalism.* | | |
| Developing partnerships | *The ability to establish formal and informal relationships inside and outside the organisation, and to anticipate and balance the needs of those whose cooperation is needed for the long-term success of the business.* | | |
| Engaging others through change | *The ability to communicate a compelling vision throughout the organisation, generating genuine motivation and commitment and to act as a sponsor of change.* | | |
| Focussing on the future | *Demonstrates enthusiasm about our future by identifying strategic issues, opportunities to drive sustainable, profitable growth, and managing risk.* | | |