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|  ROLE PROFILE |
| Job title | Head of Category FTG (Category Controller) - Retail  | Date | May 2025 |
| Business | Samworth Brothers Food To Go  |
| Department | Category Team |
| Location | Ashton Green & Melton |
| ROLE SUMMARY  |
| The Head of Category (Category Controller) – Retail, will be a leading role with the wider FTG Commercial Team, to develop and deliver the Samworth Brothers’ FTG retail focused channel strategy to drive Category Leadership across major multiple customers. With the team of retail category managers, they will deliver continuous best in class category management behaviours and create an inspiring future vision of retail, resulting in an elevated shopper & consumer experience and ensuring Samworth Brothers’ Category Team remain the partner of choice – with longstanding and new retail customers alike |
| REPORTING STRUCTURE |
| Reports to | Category Director |
| Direct & indirect reports | Senior Category Manager and Category Managers |
| Key internal stakeholders | Commercial Team; the immediate and Group Category Team, Group Insights Manager for FTG sales team, Innovation Team and Commercial Finance contacts,  |
| Key external stakeholders | Designated Customer Category Commercial & Development and Marketing teamsRelevant Data, Shopper Marketing, Insights & Creative Agency contacts across FTG customers |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES  |
| **Customer Category Management**1. To develop and execute, working collaboratively with the retail category team, the Samworth Brothers’ FTG retail channel category strategy, to drive and expand our retail presence, influencing the customers to execute our category vision, merchandising and promotional strategies, category/consumer/shopper research and category initiatives.
2. To identify and manage retail strategic category initiatives and projects, that focus on future development of the retail channel, including long-term retail trends and customer behaviours, new propositions & stores of the future
3. To drive ROI and optimum utilisation of data and insight resources, unearthing white space opportunities for the channel and maximising differentiation for the growing retail channel in FTG
4. To develop a total retail FTG roadmap, demonstrating ambitions and plans for a 1-3 year timescale and a 3-5 longer term ambition
5. To support the Retail Category Team in translating retail channel strategy into clear, insightful and action orientated customer strategies and plans
6. To maintain and develop retail channel market forecasting, to support the internal quarterly financial forecasting cycle and to ensure all relevant consumer & macro trends are reflected within forecasts.
7. To manage, motivate, coach and develop direct reports and playing a leadership role within the wider Category & Commercial Team to achieve the goals and targets set.
8. To support and work with the FTG Category Director and alongside the Coffee Shop Channel & New Business Category lead to ensure there is an aligned and future focused approach to Category Management in FTG in all its guises
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| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE |
| * Significant category management experience within a FMCG environment, operating currently as a Category Controller or a Senior Category Manager ready for the next step.
* People management experience both managing direct and indirect teams. Excellent coach and mentor to others.
* Knowledge: Full understanding of the Category Management process, including experience in developing & directing category customer and channel specific strategies.
* Experience of developing and coaching others in category management techniques.
* Excellent commercial skills: good understanding of the industry
* Strategic Mindset; Strong at making connections across multiple insights and data sets and translating those into strategic direction and future focused plans
* Creative: Enjoys generating creative and effective solutions
* 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.
* Project management skills: Ability to plan implementation of short-term work and/or projects.
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| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS |
| **Competency** | **Descriptors** |
| Values People | Promotes an environment that values, encourages and supports differencesEnsures that different experiences, styles, backgrounds and perspectives are leveraged appropriately and follows through on commitments |
| Customer Focus | Demonstrates the understanding of consumers & customers, and wants to do the best for them by anticipating current and future customer and consumer needs |
| Collaborative Team Working | Proactively offers support so that others can grow, improve their prospects, and achieve their full potentialFosters communication, idea 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 initiativeBelieves that there are no limits to what we can achieve togetherGrabs an opportunity to improve self, colleagues, or the business with both hands |
| People Management | 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 |
| 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 |
| Decision making and judgement | Makes timely and informed decisions that take into account the facts, goals, constraints and risks that keep the organisation moving forward. |
| 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.  |