Graphical user interface

Description automatically generated

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| ROLE PROFILE | | | |
| Job title | Category Manager | Date | April 2024 |
| Business | Food to Go | | |
| Department | Category Team | | |
| Location | Ashton Green & Melton | | |
| ROLE SUMMARY | | | |
| Responsible for providing category expertise to create and deliver differentiated category plans realising growth for customers and Samworth Brothers. Demonstrating continuous best in class category management principles and working with cross functional teams to elevate the shopper experience and ensure Samworth Brothers Category are the team of choice. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Head of Category | | |
| Deputy |  | | |
| Direct & indirect reports | Category Executive | | |
| Key internal stakeholders | Commercial Team: Category, Sales, Development, Finance  the Group Insights Manager for FTG | | |
| Key external stakeholders | Customer Category Commercial & Development and Marketing teams  Relevant Shopper Marketing & Insights contacts across FTG customers | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| Key day to day customer contact for bespoke customer category management within Samworth Brothers Food to Go function:   * Conveying expertise that encompasses the market, the category, the customer, and the shopper to identify risks and opportunities for customers and Samworth Brothers to deliver category growth. * Evaluate the market, category, customer, shopper, consumer, and key initiatives to create and maintain category reports and presentations with actionable insights. * Build on the actionable insights to create and drive robust plans to drive mutual growth for customers and Samworth Brothers. * Embed customer & category strategies into differentiated shopper centric plans to influence the key category levers, Range, Merchandising, Price & Promotion. * Collaborate with cross functional internal and external customer teams, ensuring insights are at the heart of all decision making and initiatives, including the innovation pipeline. * Work collectively with key contacts within customers, agencies, and internal teams to influence best in class category activation. * Analyse effectiveness of NPD, campaign launches and activity, making recommendations for future innovation and activation. * Delight and engage key customer contacts with compelling stories and activities to ensure Samworth Brothers are the category partner of choice. * Line Manage and development the Category Exec team, who are responsible for capturing market and category intel, shopper behaviour and reporting. | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | |
| 4 years previous experience in a Category Management focused role within FMCG.  Customer and category focused with a core motivation to delight and deliver.  Excellent interpersonal skills that demonstrate professionalism at all times coupled with an inquisitive approach to category management - always conveying the ‘so what’.  Excellent data literacy skills, with the ability to illustrate skill in integrating data and insights.  Enjoys generating creative and effective solutions.  Ability to present in an engaging manner to a variety of stakeholders.  Comfortable managing multiple stakeholders that are both internal and external and is a multitasker who works well both independently and as part of a team. | | | |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS | | | |
| **Competency** | **Descriptors** | | |
| Values People | Promotes an environment that values, encourages, and supports differences.  Ensures that different experiences, styles, backgrounds, and perspectives are leveraged appropriately and follows through on commitments. | | |
| Customer Focus | Understands our consumers and wants to do the best for them by anticipating current and future customer and consumer needs.  Holds self and others to the highest technical and customer service standards. | | |
| Collaborative Team Working | Proactively offers support so that others can grow, improve their prospects, and achieve their full potential.  Fosters communication, ideation, 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 initiative.  Believes that there are no limits to what we can achieve together.  Grabs an opportunity to improve self, colleagues, or the business with both hands. | | |
| Drive for Excellence | 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. | | |
| Resource Management | Effectively manages resources. | | |
| Technical Expertise | Operates to a high standard able to influence the Category, drive Category team development and support the Leadership of the category (Strategy and Vision). | | |
| 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. | | |