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|  ROLE PROFILE |
| Job title | Category Analyst | Date | Mar 25 |
| Business | Samworth Brothers Meals |
| Department | Commercial – Marketing |
| Location | Hybrid working (home and Kettleby Foods/ Saladworks) |
| ROLE SUMMARY  |
| The category analyst is a critical role in the meals category function (a function accountable for providing insight and recommendations to help our business and retail customers make the right commercial decisions to maximise sales and profitability), in providing technical and analytical support (data handling, analysis, management, and reporting) to the team. |
| REPORTING STRUCTURE |
| Reports to | Category Manager |
| Direct & indirect reports | None |
| Key internal stakeholders | Meals category team, commercial & development, group marketing and insight, other PBI and database owners |
| Key external stakeholders | Data providers |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES  |
| * Accountable for the management & future proofing of the meals market data model held in PowerBI
* Export data from various external sources and load into the market data model
* Coding all new products into meals data model and data provider tools
* Extract data from the various sources and the data model to provide to the team in a format aligned to the needs of the project and/or so it is easy to pull key insights
* Support category manager in owning and driving the quality of the meal market data
* Analysing data and extracting key trends & major changes
* Delivery of regular data led insights to category and wider commercial team
* Working with category managers & execs, taking key non data led insights and reviewing how data can validate or refine the insights
* Assisting the Category Manager and Head of Category on ad hoc projects
* Review future tools and ways of integrating AI to future proof how we understand the data we buy
* Support wider functions and look at how we integrate our models with other models in the business and group to unlock even great data analytics to drive data based decision making
* Work towards extracting insights from the data
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| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE |
| * Experience using and building powerBI data models including DAX functions
* ‘Hands on’ can do, flexible approach
* Strong organisation skills
* Analytical, curious & inquisitive
* Have a methodical & planned approach to problem solving
* Attention to detail – right first time delivery
* Excellent knowledge of Microsoft Office especially Excel and PowerPoint

Preferable * 2 years in a similar role
* Experience and/or knowledge with tools used for data processing and automation e.g python, SQL
* Working knowledge of food industry data sources e.g. Kantar, IRI, Dunnhumby etc
* Graduate
* Full UK driving licence preferred
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| 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.* |
| Drive for Excellence | *Knows the most effective and efficient processes for getting things done, with a focus on continuous improvement.* |
| Resource Management | *Effectively manages resources and cost drivers to achieve sustainable productivity and profitability.* |
| Technical Expertise | *Has the skills, knowledge and experience required to excel in own area of specialism and the willingness to further grow and develop.* |
| 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.* |