

|  |  |  |  |
| --- | --- | --- | --- |
| ROLE PROFILE | | | |
| Job title | Category Manager | Date | January 2025 |
| Business | Samworth Brothers Ready Meals | | |
| Department | Category Development | | |
| Location | Kettleby / Saladworks | | |
| ROLE SUMMARY | | | |
| * To play a key role in developing and delivering the Category Strategy with designated customer(s) which will enable Samworth Brothers to lead the Category agenda with those customers. * Building and enhancing our relationship with our Customers to be seen as the ‘go to’ supplier for the whole Category. * Flex between ongoing data downloads, reporting and monthly insight outputs (internal & external), & ad hoc insight and category planning. * Act as the expert in our customers, shoppers and consumers with internal and external stakeholders. * Support the Senior Category colleague and Head of Category with ad hoc and strategic projects. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Senior Category Manager | | |
| Direct & indirect reports | Category Exec team (indirect) | | |
| Key internal stakeholders | All teams within the meals development, commercial and finance functions, Group marketing & insight, Meals senior teams | | |
| Key external stakeholders | Retailer contacts, e.g., buyers, development manager and external agencies as appropriate, e.g., Kantar, Nielsen, design & research | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| * Download and analyse continuous monthly data sources (EPOS/Kantar/loyalty data) to create monthly reports and enhance internal and external category understanding & decision making.  Building & delivery of regular monthly & seasonal reporting  * Macro and micro space management within the chilled meal category. * Keep abreast of the latest news and market info across all media sources.  Develop/ support in developing a customer category plan, to deliver growth in line with the category vision & objectives of both SB Meals & our retail partnersDevelop clear & compelling actions, based on insights from the macro environment, market, retailer, shopper & consumerOwn/ support the ownership of the category management process & point of purchase (POP) metrics for key customer identifying & creating tactical plans to include pricing, promotions, merchandising, space & flow, range & distribution, activation, e-commerce and NPD propositionsPractise market leading story telling by sharing in an engaging way, the latest category performance, trends & insight, with recommendations on how to outperform the marketParticipate in driving activity from research & concept through to instore activation & customer communicationBuild a rolling promotional plan, with recommendations based on meeting shoppers’ needs and commercial objectives, including activationChampion the voice of the consumer & shopper, promoting & influencing a consumer led culture across SB MealsWork collaboratively with our retailers, providing consistent end-to-end supportSupport the insight, category sell ins & marketing management of licensed brands  * Involvement in ad hoc project work as required. | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | |
| Essential   * Category management experience within a FMCG environment (Manufacturer or Agency), operating at a manager level / experienced Category Executive looking to make that next step * Knowledge: Understanding of the Category Management process; range review process, innovation process, portfolio management & how to support retailers * Experience updating, using & interpreting market and consumer insight data (EPOS, Kantar, Mintel etc.) * Commercial acumen and the confidence to turn opportunities into sales * Detail orientated * Analytical: Can present complex information in a clear confident and enthusiastic manner. Effective use of facts and data to support a proposal. * Good communication & impactful presentation skills; articulate, can develop persuasive arguments & expresses views clearly and concisely * Planning, time management & project management skills * Keen to develop knowledge and be an expert, talking articulately about the industry, retailer, shopper & consumer * Ability to grow relationships with experience in establishing credibility and rapport with both internal and external contacts. Listens and welcomes ideas from others; manages conflict to an acceptable outcome for all. * Experience of establishing regular and ad-hoc reporting and analysis of customer/product/project performance and developing action plans to rectify performance. * ‘Hands on’, can do, flexible approach * Excellent knowledge of Microsoft Office especially Excel and PowerPoint * Full UK Driving license   Ideal   * Experience working with retailer loyalty data * Experience working with Power BI * Degree educated | | | |
| 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.* | | |