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|  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.
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| 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 propositions Practise 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 activation Champion 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.
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| 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
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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.* |