

**Role Purpose:** The purpose of this role is to deliver a market leading range of products across a specified category/categories optimising ranges to grow sales and margin to ensure a competitive edge. Responsible for executing a profitable sourcing and selection strategy with a specific category/categories alongside the Senior Category Manager.

**Function / Business Unit:** Commercial

**Location:** Head Office

**Reporting Line:** Senior Category Manager

**Budget Responsibility:** NA

**Team Management:** NA

**Key Accountabilities / Responsibilities:**

**Customer/Market**

- Work to know and understand the relevant customer/retail market and the category performance within that – understanding key market trends
- Obtaining market insight and competitor intelligence on existing and forthcoming products to support the company growth strategy
- Conduct competitor analysis, review marketing intelligence and competitor's marketing activity in regard to range, pricing and propositions to ensure competitiveness on a monthly basis

**Range Development**

- Understand the needs of the customer, develop and build range and promotional plans that meet the goals and objectives of the business through product leadership and becoming a category expert
- Undertaking regular review of given categories to optimise ranges in order to grow sales and margin
- Support the Senior Category Manager in identifying own brand areas for development
- Effectively manage product ranges in line with critical paths to all teams in the business

**Commercial**

- Effectively review all promotional activity; implementing learnings to improve promotional and margin performance
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- Achieve optimum cost through challenging negotiations, superb supplier management and identification of the most effective sourcing routes
- Effectively implement pricing, promotional and ranging strategies
- Conducting financial analysis of commercial opportunities to surpass targets and increase profitability
- Monitor and review margin achievement through the retail pricing of products
- Negotiating and manage pricing, rebates and other trading terms to drive the high performance of

**Required Skills and Experience:**

- Previous product category management & buying experience in either a trade, DIY or homeware environment
- Demonstrable ability to engage and influence key stakeholders
- Proven experience of spotting opportunities using product and consumer knowledge as well as market awareness
- Analytical skills to monitor and measure sales and profit results and adjust product ranges to ensure sales targets and margins are achieved
- Excellent working knowledge of Google or Microsoft spreadsheet, word and presentation applications
- Numerate with experience of managing costs and budgets

**Behaviours:**

- **Teamwork and collaboration** - Recognises the importance of working collaboratively across the business. Knows how to get things done cross functionally.
- **Planning and organising** - Understands own and business priorities. Plans effectively and monitors progress towards achievement of plans. Investigates possible roadblocks and develops contingencies to redirect tasks so momentum is not lost.
- **Communication** - Communicates openly and effectively, ensuring that messages are clear and concise. Adapts content and style to help others understand.
- **Drive and Motivation** - Focuses on results and desired outcomes and how best to achieve them. Takes ownership for completing tasks and gets the job done.
- **Decision-making** - Considers the information available, identifies options and makes timely and well-reasoned decisions.

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| <p>suppliers, to ensure budgets, sales and margins are achieved</p> <ul style="list-style-type: none"> <li>– Identify opportunities to improve margin by identifying new sources of supply from either the existing approved supply base or where necessary opening up new sources, completing the vendor due diligence process where necessary</li> </ul> <p><b>Stakeholder Management</b></p> <ul style="list-style-type: none"> <li>– Effectively develop and maintain continuous engagement with all suppliers making sure performance and customer service are key considerations</li> <li>– To work with the marketing and digital teams to provide robust, clear promotional calendar to support key trading periods</li> <li>– Work closely with Publication Production, Ecommerce and Marketing teams to ensure clear and coherent implementation of range and promotional activity across all the omni channel platforms</li> </ul> | <ul style="list-style-type: none"> <li>– <b>Problem solving</b> - Anticipates problems and their impact. They weigh up alternatives and arrive at reasonable decisions.</li> <li>– <b>Adaptability</b> - Changes behavioural style or method of approach when necessary to achieve a goal; adjusts style as appropriate to the needs of the situation. Responds to change with a positive attitude and a willingness to learn new ways to accomplish work activities and objectives</li> </ul> |
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