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| the finer detailsWhich site am I based at? YVHQWhich team am I a part of? Commercial - SalesWho do I report to? Sales Director - RetailWho do I look after?Category Manager x2Category ExecutiveMarket Strategy & Planning Manager Team size?4Do you have responsibility for a budget?Category Data investment (>£1m)Commercial Investment (Promo spend >£8m)qualifications & experience**Essential:*** Substantial experience in category/commercial experience
* Excellent influencing and stakeholder management skills
* Knowledge of consumer insights and data agencies
* Diligent in compiling and maintaining reports,
* Ability to assimilate product knowledge / new concepts quickly
* Understands trade and promotional spending effectiveness and ways of measuring ROI
* Proven track record in writing, implementing and delivering commercial strategies
* Excellent presentation and communication skills, both written and verbal
* Ability to forge strong and effective cross-functional relationships
 | Head of Category, Market Strategy & Planningjob descriptionthe purpose of your roleYou’re responsible for providing leadership to the team who will be identifying and realising opportunities to step-change the commercial delivery of our branded and Own Label portfolio. Using category, price, promotions and trade investment as key levers, you will coach and develop managers in the team, to evolve our commercial playbook, using key consumer metrics to maximise the growth and profitability for Yeo Valley, whilst creating partnership ways of working from a category perspective. You will be accountable for our results across all customers from a ranging and promotional ROI perspective, making a huge impact on our overall commercial performance.A key leader within the commercial team, you will support the Retail Sales Director to ensure the overall engagement and success of the whole Commercial team, and also support the commercial Director with the insights to help shape our Commercial Strategy.You will also be tasked with negotiating with senior leaders internally and externally, to ensure the right outcomes for the business (e.g. Annual category budget, or overall annual trade spend budget)Key responsibilities:* You will be leading the Category and Market Strategy and Planning Team. Your key role here will be to coach and the develop the team, to create a culture of high performance and clarity
* You will be a key contributor and leader within the Current and Future Demand groups within the new operating model, ensuring our plan is routed in the latest category and consumer information
* You will have full accountability for the performance of our brand in category reviews, and for the overall ROI of our promotional spend
* You will lead annual negotiations with all data suppliers to secure the best deal possible for Yeo Valley
* You will negotiate internally, using a wealth of commercial insight, to get the right investment plan to maximise our commercial performance
* With customers you will elevate up to Senior Buyer/Category Buying Manager level, and ensure that Yeo Valley has a voice at the table from a category perspective at this key level
* The guardian of our overall Category Vision, you will keep this live and refreshed to ensure we are informing and influencing the category strategy of our partner retailers
* You will support the governance of all our Revenue Management approaches and the management of the overall branded trade investment and promotional spend including the management and co-creation of, and responsibility for the commercial playbook (pricing & promo guardrails).

What good looks like for this role?• Excellent coaching and line management skills• Expert understanding of category data, and the creativity to turn this data into clear and concise win/wins for our customers and YV• Leadership skills, and ability to act more widely than just his/her direct reports• Strong interpersonal & soft influencing skills – able to achieve results through others without direct influence over their agenda • Adept at taking complex or ambiguous problems and solving in a structured and methodical way • Data savvy and comfortable with advance analytics concepts • Very strong project management and organisation skills • High strategic ability with a passion for consumer, shopper, customer, competitor and marketplace insight • Strong business acumen with a “commercial first” mind-set • Embraces change and ambiguity  |

### Or HR use

Date of last review: Job reference no: Job level:

Job family: