



Category Manager



the finer details

Which site am I based at?

Yeo Valley HQ

Which team am I a part of?

Category Management Team

Who do I report to?

Senior Category Manager

Who do I look after?

-

Team size?

7

Do you have responsibility for a budget?

Yes – Market Data

the purpose of your role

You will be responsible for building, developing, and managing relationships with key customers, supporting them on key pieces of analytics e.g. range reviews, pricing and promotional strategies etc. You will also implement the Category Vision that supports the deliverance of the Yeo Valley strategic plan within key categories and customers' accounts.

Your responsibilities:

Using category data and category/shopper insights, you turn into deliverable plans and strategies that drives category growth that's mutually beneficial to our customers and the business

As a Category Manager you will be a strong advocate of the Yeo Valley strategic plan, actively contributing to the creation and delivery of the applicable strategic priorities across the business

- ♥ Lead the category development agenda by analysing and interpreting trends from Category and shopper data
- ♥ Manage, maintain, and develop category partnerships across key retailers
- ♥ Lead on analysis and insights on key strategic projects with customers to influence range reviews and pricing and promotional strategies
- ♥ Support with building the Category Vision to demonstrate areas of category opportunity and growth internally
 - Full rollout and responsibility of Category Vision with some customers and support externally with others
- ♥ Support wider business projects and lead on projects within the Project Boards as dictated by Yeo Valley strategic priorities
- ♥ Communicate effectively and land with customers and colleagues the implementation of category initiatives and provide category insights for account plans, brand plans and channel plans
- ♥ Seek opportunities to enhance and enrich the company's performance and lead with key recommendations with key customers demonstrating a proactive approach and turning insights into actions
- ♥ Provision of critical market information reports including new product development (NPD) analysis and market data reports
- ♥ Lead the ambition for Yeo Valley to be viewed as Category experts with key strategic customers in yogurts
- ♥ Regular store visits and category benchmarking
- ♥ Influence and drive strategic growth in the own label and brand NPD process with relevant category insights in order identify growth opportunities and land effectively with customers
- ♥ Identify and communicate competitor launches with key recommendations and action plans to follow internally and externally
- ♥ Produce and manage regular monthly reports on market data to highlight category dynamics and relevant insights

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qualifications & experience

Essential:

- ♥ Previous experience in a Category, Commercial or Marketing Manager role in the FMCG industry with significant experience in support and building relationships with retail partners
- ♥ Highly skilled in relationship management
- ♥ Confident communicator
- ♥ Great influencing skills
- ♥ Strong presentation skills
- ♥ Analytical skills
- ♥ Proficiency and experience with market data i.e. IRI /Nielsen / Kantar / Dunnhumby / Self-Serve

Desirable:

- ♥ Previous experience of landing a Category Vision with a retailer
- ♥ Previous experience of being Category Captains/Partners
- ♥ Creative problem solving

what good looks like for this role

- Understand category data, but also having the creativity to turn this data into clear and concise win/wins for our customers and YV
- 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 – using multiple data sources to create one clear version of the truth, and creating clear actionable insights
- Embraces change and ambiguity
- Strong track record of building and managing relationships with key stakeholders cross functionally (internally) and with customers (externally)
- Great eye for detail, whilst also being able to see the bigger, strategic picture

HR use

Date of last review:

Job reference no:

Job level:

Job family:

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