JOB DESCRIPTION

**Title:** Category Development Executive (G7)

**Location: Redhill**

**Summary:**

This role will contribute to the delivery of Lactalis UK’s financial and budget objectives by helping facilitate category arguments supporting these objectives.

Key focus will be to unlock Category and commercial growth opportunities in our customers through the translation of market data into actionable insight developing credible category and range recommendations.

Working with the Commercial and Marketing teams to develop & deliver effective customer and category centric rationales leading to Lactalis UK business growth will be essential.

**Reporting Line:** Senior Category Manager

**Direct Reports: NA**

**Main tasks and responsibilities:**

**DELIVERING OUR BUSINESS OBJECTIVES**

* Become a ‘subcategory expert’, owning insight, category strategy and supporting budget delivery
* Support listing and defence rationales for Lactalis ranges, across all subcategories, including both Brand and Own Label, working in conjunction with the Commercial team
* Contribute to the delivery of the subcategory financial and strategic objectives (volume, net sales & contribution) within the monthly Integrated Business Planning (IBP) process (& on an adhoc basis as required)
* Support NPD initiatives on the basis of category and customer centric thinking, representing both the Commercial team and customer perspectives on NPD projects

**EXTERNALISING OUR EXPERTISE & VISION**

* Contribute to the communication and implementations of our Cheese category strategy, based upon current shopper, customer and category insight
* Manage & support category and range review projects for selected customers, across all subcategories, including both Brand and Own Label, developing optimum range, merchandising and promotional recommendations
* Develop long-term and trusted category relationships with our customers

**Key performance indicators:**

* Delivery of Volume, Net Sales and Contribution targets for a subcategory
* Delivery of distribution targets on NPD launches
* Improved customer perception of our capability and credibility as a trusted partner
* Deliver of the internal IBP process category demands

**Essential Skills/Experience/Knowledge:**

* Track record in Category/Brand management in the UK or a similarly developed market
* Good category development knowledge
* Excellent Analytical skills
* Shopper, category, customer understanding
* Advanced use of Excel and PowerPoint
* Attention to detail
* Good verbal and written communication skills
* Demonstrated ability to interact effectively with

**Desirable Skills/Experience/Knowledge:**

* Ownership of category relationship with a convenience/online or major retailer
* Proficient user of relevant Category Manager tools – Kantar WPO, IRI, Dunhumby etc.

**The job description is intended to include the broad range of responsibilities and requirements of the post. It is neither exhaustive nor exclusive but while some variations will be expected, these will be at an appropriate level for the role.**

**If you are interested in applying for this position please forward your CV along with your salary expectations, right to work information and notice period to:** [careers@lactalis.co.uk](mailto:careers@lactalis.co.uk)

**Please be advised that we can only accept applications from candidates who have the right to work in the UK**