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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Category Manager | Department | Category |
| Function | Sales & Category | Site | Home Based, with ability to travel to all Hain Factory and Office sites across the UK. |
| Date | March 2024 | Approved by (manager) | Chris Walsh |

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| SECTION 2 – JOB SUMMARY |
| Category Management is a critical commercial function within the Hain Celestial business. Acting as the ‘North Star’ for our chosen Categories, we endeavour to engage both customers and internal stakeholders to maximise growth opportunities and in turn benefit our Brands and products.  We are now looking for a driven and ambitious Category Manager to join our team. You will play a critical role in driving business growth and maximizing profitability by effectively managing specific product categories. You will be responsible for developing and implementing strategies, optimizing product assortments, managing supplier relationships, and ensuring exceptional customer experiences within your assigned categories.  The successful candidate must be able to build strong relationships and interface superbly across multiple Customers and seniority levels. Working closely with Customer, Brand and Channel Marketing Teams in particular, the individual is responsible for all aspects of the assigned Category customer relationship.  *It is a requirement that the jobholder and all reports are compliant with Competition Law at all times.* |

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| SECTION 3 – KEY ACCOUNTABILITIES | INDICATIVE  TIME SPLIT |
| **Customer Category Planning**   * Work in partnership with our key customers to create category strategies and plans which maximise shop-ability, overall category performance and mutual growth. This involves the development of Portfolio, Placement, Price and Promotion strategies with our customers, sales and marketing teams that maximise category growth. * Align Hain Celestial to our customers - deep understanding of the customer’s strategy is critical, as well as critical understanding of the category shopper behaviour and the levers to use to grow based on this. * Report on performance and the execution of the category vision at point of purchase to optimise shop-ability. | 40% |
| **Range Optimisation**   * Assortment Planning and Optimization: Determine the optimal product assortment for the category, considering factors such as customer preferences, market demand, competitive landscape, and profitability. * Gain/seek a category leadership position with key accounts, providing regular insight and recommendations that feed through to ranging and merchandising decisions driving sales growth. * Continuously monitor product performance and make data-driven recommendations for assortment adjustments. * Lead chosen range review process internally and externally, including directly advising our customers on range and merchandising. | 30% |
| **Category Insight**   * Interrogate market data, consumer & shopper research to develop actionable category insights for Sales, Marketing and NPD. This insight needs to be clear, understandable and sales driven at a Customer and Brand level. This will include influencing planning and strategy for Hain NPD pipeline development and in-store / online execution. * Competitive Intelligence: Stay abreast of industry trends, competitor activities, and market dynamics related to the category. Conduct regular competitive analysis and make strategic recommendations to maintain a competitive edge and capitalize on emerging opportunities. | 30% |
| Collaborate closely with various internal teams, to align on category strategies and initiatives. Act as a category expert and provide guidance and support to ensure seamless execution of category plans. These teams in particular include:   * Sales * NPD and Marketing * Channel Marketing * Commercial Strategy |  |

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| * Demand Planning | |  |
| SECTION 4 – EDUCATION & EXPERIENCE | | |
| Education Level | Degree level | |
| Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc) | 3+ years proven track record of success in a Category position within the FMCG food industry.  Multi-channel experience preferred, with strong knowledge on Major UK Retailer Accounts.  Experience of Brand and Retail Own Label preferable. | |
| Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc.) | Highly collaborative in style, driving for results together.  Must possess excellent communication and influencing skills, both internally and externally.  Highly numerate, with strong Excel skills, good commercial acumen and attention to detail.  Excellent presentation and story-telling skills.  Able to take a long-term strategic view, with robust understanding from different perspectives.  Track record of building successful and credible customer relationships.  Use of market, shopper and retailer data, as well as JDA space planning to make category recommendations.  Independent enough to be Category focussed for customers, whilst still being Company biased | |

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| SECTION 5 – DIMENSIONS & SCOPE | |
| Budgetary Responsibility | Indirect responsibility for efficiency of spend of both Data and Customer Insight  Positive contribution towards Company’s NSV & EBITDA targets, as well as  overall Balanced Scorecard measures |
| Other key dimensions  (e.g. sales, products, skus, reports, invoices, etc.) | Balance objective Category thinking (using complex multiple data sources) with delivering tangible commercial results for Hain Celestial.  Generate category insight using shopper and market data that leads to a clear understanding of the category dynamics and develops clear recommendations thorough compelling narratives that drive action in the Customer.  Lead the range review process for assigned Customers, influencing their decision making throughout the process, providing range and merchandising recommendations to deliver positive results for the Category.  Assist Customer Managers in development of a promotional and shopper activation programme within the channel customer portfolio, dovetailed with the Marketing plan and operating within the agreed promotional and A&P |

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| SECTION 6 – CONDITIONS OF ROLE | |
| State any conditions for role | Role may require travel to multiple Hain Factory and Office sites, and frequent Customer Head Office and Route to Market visits across the UK.  This role may include overnight stays. |

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| SECTION 7 – POSITION IN ORGANISATION | |
| **Peer Positions** | **PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART** |
| **Reports to**:  Category Team Manager |
| **Works alongside and in collaboration with:**  Data & Insights Controller, Customer Managers, Customer Executives, Market Planning team, Marketing team, NPD team |
| **Line management**: N/A |

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| SECTION 8 – SIGNATORIES | | | |
| Job Holder Signature |  | Manager Signature | Chris Walsh |
| Name |  | Name | Chris Walsh |
| Date |  | Date | 13.3.24 |