**ROLE PROFILE**

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| **Role Title** | **Category Development Manager (Beer & Cider)** | **Location** | **Ireland** |
| **Business Unit** | **Channel Strategy & Planning** |  |  |
| **Reports to Role Title** | **Category, Insight & Analytics Director** |  |  |

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| **PURPOSE** | | | |
| The Category & Insight Manager will play a crucial role in driving the success of our product lines by leveraging market data, consumer insights, and category trends. This position requires a strategic thinker with strong analytical skills and a deep understanding of the drinks industry being preferred. The successful candidate will work closely with cross-functional teams to develop and implement strategies that enhance category performance and maximize sales. | | | |
| **CORE ACCOUNTABILITIES** | | | |
| **Market Analysis:**   * Conduct comprehensive market analysis to identify trends, opportunities, and threats in the drinks industry. * Monitor competitor activities and market conditions to inform strategic decisions.   **Shopper Insights:**   * Gather and analyse shopper data to understand purchasing behaviours, preferences, and needs. * Develop actionable insights from shopper research to guide product development and channel marketing strategies.   **Category Management:**   * Develop and execute category management strategies to drive growth and profitability. * Collaborate with sales and marketing teams to optimize product placement, pricing, and promotions. * Manage product assortments and ensure alignment with market demands and company objectives.   **Reporting and Presentation:**   * Create detailed reports and presentations that communicate insights, trends, and recommendations to stakeholders. * Present findings to colleagues, senior management and key partners to support strategic planning and decision-making.   **Cross-Functional Collaboration:**   * Work closely with marketing, sales, and product development teams to ensure insights are integrated into business plans. * Partner with key retailers and distributors to enhance category performance and drive mutual growth.   **Project Management:**   * Lead and manage projects related to category development, new product launches, and promotional activities. * Ensure projects are delivered on time, within scope, and meet business objectives. | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | |
| **Internal**   * Sales Teams * Channel Marketing and Planning Teams * Finance   **External**   * External partners * Customer customers | | | |
| **KNOWLEDGE / EXPERIENCE / SKILLS** | | | |
| * Relevant experience in category management, market research, or a similar role, preferably within the drinks industry. * Strong analytical skills with the ability to interpret complex data and generate actionable insights. * Proficiency in data analysis tools and software. * Excellent communication and presentation skills. * Proven ability to manage multiple projects and meet deadlines. * Strong business acumen and strategic thinking. * Experience working with major retailers and distributors is a plus. | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | |
| * Relevant experience within an FMCG background with an emphasis on delivering against KPIs pertaining Category Management. | | | |
| **ROLE DIMENSIONS** | | | |
| No of Direct Reports | 0 | Financial Impact (Direct) |  |
| Total Team Size | 3 | Financial Impact (Indirect) |  |
| No of Locations | GB and Ireland | Other/ People Manager (No) |  |