**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.
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| **Internal*** Sales Teams
* Channel Marketing and Planning Teams
* Finance

**External** * External partners
* Customer customers
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| **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.
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Relevant experience within an FMCG background with an emphasis on delivering against KPIs pertaining Category Management.
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| **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) |  |