*Role Profile*

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| **Title:** | Head of Category | **Function** | Commercial |
| **Job Band:** | 7A | **Department:** | Mannings |
| **Location:** | Devon House | **Target Start Date:** | ASAP |
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| **Main Purpose of the Role** |
| *To be responsible for the management and development of the designated category team, the development and delivery of the merchandise strategy and category management concepts, ensuring that sales, profit, income generation and stock targets are met.* |
| **Key Priorities & Challenges**  |
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| **Key Responsibilities** |
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| **Key DF Competencies**  |  | **Role Specific****Competencies**  |  |
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| **Key Requirements *(Education, work experience and skills, industry certification, language proficiency, personal attributes etc)*** |
| **The Job***Strategic* * Develop and implement the merchandise, buying and pricing strategies for the designated category team, in line with the agreed company vision and mission. To increase category penetration, trade up customers, develop competitive edges and to capitalize market opportunities.
* Assist Director to contribute to the formation of Company strategy and develop relevant tactics.
* To develop the differential strategy for the designated category via strategic category development, commercialization of the coming trends, strong collaboration with strategic partners and creative & commercial sales & promotion planning development. To enhance the brand recall of the designated Category.
* Keep abreast of the retail environment by paying regular visits to stores, to competitors and also internationally and initiate appropriate decisions /actions to ensure competitive advantage is maintained. Develop new product and service concepts for the designated category to lead the growth of the sectors.

*Sales and Profit** Generate sales by ensuring that target customers are provided with products and services that they want.
* Establish and maintain a margin and pricing policy which maximizes business profits whilst delivering a good value offer to the customer.
* Negotiate the best terms with suppliers by creating and building strong mutually beneficial partnership relationships.
* Build value creating partnership relationships with the vendor base.
* Maximize other income generation from the vendor base.

*Stock* * Manage stock levels and mark downs to ensure that product availability is high yet ensure that cash flows and profits are maximized by controlling stock levels within set targets.
* Establish and maintain effective SKU control and tail management.

*Customer Focus** Work closely with Ops team, supply chain team and marketing team to roll-out and evaluate merchandising activities and category plans which are customer focused in offering interesting and innovative promotional activities and events to increase sales, profits and foot- traffic.
* Continuously review the product category mix to ensure that customers ‘needs are fully satisfied at all times.
* Lead the category management teams to develop appropriate CRM strategies to improve customers' loyalty and to maximize promotion returns.

*People** Develop and train subordinates ensuring that they are customer and product focused.
* Manage performance through the setting and reviewing of individuals’ performance.
* Build an effective and open working relationship both within the Merchandise Department and with other Departments.

**The Person*** University Graduate
* 12 years F.M.C.G. experience with minimum 5 years at management level
* Strategic thinker and well planned
* Strong influencing and analytical skills,
* Strong negotiation and communication skill
* Strong sourcing network and Entrepreneurship, customer centric, open to change
* With acute market sense
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| **Key Relationships** | Immediate Line Manager: Direct Reports: Peers/Key Stakeholders:  |
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| **Remuneration** |  |