

Job Role Summary

Reporting into Sales Director, UK

Key Responsibilities:

Category Partnerships

- Actively work with customers to understand their category objectives, decision-making processes and company's role in their business/category
- Leverage understanding of customers, including key decision makers, and the business to optimize account penetration e.g. buyer, category, shopper marketing
- Deliver category recommendations to the customer that meet both the company's and the customer's objectives
- Foster customer partnerships that are relevant, compelling, and differentiated from the competition
- Build strong, reciprocal, trusted relationships across organizational and functional boundaries and use these relationships to grow the brand
- Be known internally and externally as having a "can do" attitude

Sales Fundamentals

- Deliver strong Sales Fundamentals (range, space, distribution vs target) across all priority customers and segments
- Work collaboratively with Customer Development to deliver aligned range review recommendations supported by strong category rationale
- Provide detailed data inputs for complete category reviews as well as supporting them with "own perspective" of potential opportunities. Use data to create good positioning arguments in customer discussions.
- Pre-empt potential sales fundamental risks and proactively work to mitigate them

Insights & Shopper Marketing

- Translate shopper/customer insights into actionable category strategies and tactics that drive measureable results
- Combine customers' objectives with company media and customer plans to create compelling "win-win" shopper marketing plans
- Gain customer buy-in, and execute initiatives, (i.e. NPI, joint campaigns, etc.) to drive category and brand growth
- Understand Brand Equity and be able to explain the brand footprint to a point of sale agency or other third party. Deliver briefs for Point of Sale agencies and visuals that tie in with the brand equity and deliver return on investment
- Own the Shopper Marketing plan and budget
- Proactively identify potential execution issues and address these with the customers prior to activation
- Anticipate competitor strategies and proactively build in to winning go-to-market activities

Influence & Impact

- Gain stakeholders' commitment through persistent, yet consultative, selling/leadership techniques
- Follow the negotiation process to achieve a win/win agreement with the customer
- Motivate and inspire peers and others to achieve higher levels of performance
- Influence a diverse group of stakeholders, at multiple levels, to drive initiatives forward and to achieve the strategic vision
- Construct and deliver persuasive impactful communications that garner broad support and enthusiasm
- Challenge status quo and continuously seek business improvements

- **Key Measures**

- Instore Sales Fundamentals (space, range, promotion & distribution) by customer vs target
- Quality, depth and execution of Shopper Trade Marketing plans across retailers
- Trade Marketing budget management
- Delivery of Category Strategy key projects
- Category relationships with retailers

- **Prerequisite skills/ experience**

- Strong, proven category management skills including range planning, POS development
- Strong analytical ability, commercial acumen and experience with retailer data sources
- Food or FMCG background
- Must be a self-starter
- Experience in digital is an advantage