



WILLIAM GRANT & SONS

## CATEGORY MANAGER-OFF TRADE

<b>Job Title</b>	Category Manager - Off Trade
<b>Business Unit / Group Function</b>	WG&S
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Hook
<b>Team Leader</b>	Senior Category Manager
<b>Team Members</b>	n/a
<b>Job Level</b>	4B
<b>Role Purpose</b> To optimise brand performance and deliver incremental business benefit through the implementation of Category recommendations in Trade To support the delivery of UK off trade sales vision and strategy in alignment with the William Grant & Sons Premiumisation Strategy and Third Party Brand Strategies To support delivery of budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>To support and drive the category development agenda by analysing and interpreting trends from Category and shopper data and turn in to actionable insight in key customers, that support company strategy</li><li>To lead the category agenda across Sainsbury's, Waitrose, Meta customers and Premium spirits brands within our portfolio</li><li>To implement the Category Strategy across formats of customer stores, through the establishment of a network of customer contacts, effective trade presentations and a proactive approach to ensure delivery in-store/online</li><li>To implement customer presentations for strategic alignment, category initiatives and range management meetings, with Business Account Managers</li><li>To communicate effectively with customers and colleagues to ensure the implementation of category initiatives and provide relevant and actionable category insights for planning</li><li>Seek category opportunities to enhance and enrich the Company's performance demonstrating a proactive approach to business development</li></ul>	
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