



Job Title	Head of Category Development Off Trade
Business Unit	BBU
Function/Region	Commercial
Location	Richmond
Leader	Global Director of Category Development
People Leadership	No
Job Level	3B
Role Purpose	
Identify global category trends and opportunities using Shopper & Channel insights, build category strategies, growth plans, and a flexible range of tools that help to establish WG&S as a trusted category advisor in both ODC & 3PD markets. Define the Sales Execution Standards and develop toolkits enabling markets to build their Minimum Execution Standards	
Accountabilities	
<ul style="list-style-type: none">• Identify global category opportunities and brand growth drivers using Shopper & Channel Insights and translate these to consistent category strategies, activation materials, and toolkits (together with Shopper Marketing) that enhance our brands role in the category• Develop (shopper insights led) category growth plans and customer propositions that grow our customers' business and increase WG&S market share• Develop customer engagement / category selling tools for the Field Sales teams that demonstrate how WG&S can grow Category Footfall, Average \$ Spend, Frequency of visit to the outlet, etc.• Develop a global approach to define, segment, and prioritise channels and accounts across different regions / markets• Build and deploy globally consistent tools and framework to execute and measure the minimum execution standards (e.g. QDVAAA) performance• Define clear activation parameters and a measurement framework, continuously incorporating learnings from campaign effectiveness and efficiency in terms of value to WG&S and the customer• Lead deployment of Category / Portfolio programs to markets for outlet activation for priority occasions (e.g. Gifting, Festive, After-Work etc.)• Develop a consistent category management approach and provide a suite of tools and capability programs that enable WG&S to provide foundations of Category Management to customers (Range review, planograms etc.)• Build and manage international customer relationships providing category thought leadership with priority customers and enabling collaborative joint business plans• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration	



Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative and acts with confidence <p>Initiates and generates activity</p>	<p>Leading & Supervising</p> <ul style="list-style-type: none"> Provides others with a clear direction Sets appropriate standards of behaviour Delegates work appropriately and fairly Motivates and empowers others Provides staff with development opportunities and coaching Recruits staff of a high calibre
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> Makes a strong personal impression on others Gains clear agreement and commitment from others by persuading, convincing and negotiating Promotes ideas on behalf of self or others <p>Makes effective use of political processes to influence and persuade others</p>	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> Works strategically to realise organisational goals Sets and develops strategies Identifies, develops positive and compelling visions of the organisation's future potential Takes account of a wide range of issues across, and related to, the organisation
<p>Delivering Results and Meeting Customer Expectations</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Concisely achieves project goals 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> Keeps up to date with competitor information and market trends Identifies business opportunities for the organisation <p>Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</p>



Skills and Qualifications:

- Educated to degree level or equivalent with significant relevant experience in FMCG or Drinks industry
- Experience of contributing to a global or regional team to deliver exceptional results
- Experience of building strong credible relationships, partnering and influencing colleagues including Sales and Marketing directors across diverse markets
- Brilliant communication and influencing skills
- International Category Development expertise with both Modern and Traditional Customers
- Category & Channel Strategy development experience across On Trade, Off Trade and E-Commerce
- Customer Marketing capability
- English language requirement is essential and additional language capability is extremely useful

Created by:	
Date:	
HRBP:	
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