

ROLE PROFILE

Job Title	Category Manager - Off Trade
Business Unit	WG&S
Function/Region	Commercial
Location	Hook
Leader	Senior Category Manager
People Leadership	n/a
Job Level	4B
Role Purpose	
<p>To optimise brand performance and deliver incremental business benefit through the implementation of Category recommendations in Trade</p> <p>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</p> <p>To support delivery of budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value</p>	
Accountabilities	
<ul style="list-style-type: none"> • 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 • To lead the category agenda across Sainsbury's, Waitrose, Meta customers and Premium spirits brands within our portfolio • 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 • To implement customer presentations for strategic alignment, category initiatives and range management meetings, with Business Account Managers • To communicate effectively with customers and colleagues to ensure the implementation of category initiatives and provide relevant and actionable category insights for planning • Seek category opportunities to enhance and enrich the Company's performance demonstrating a proactive approach to business development 	

Created by:	Laura Robinson
Date:	21/12/21
HRBP:	Melissa Thomas
Date of last revision:	21/12/21

Role specific competencies and skillset:	
<p>Working with People</p> <ul style="list-style-type: none"> • Demonstrates an interest in and understanding of others • Adapts to the team and builds team spirit • Recognises and rewards the contribution of others • Listens, consults others and communicates proactively Supports and cares for others • Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses 	<p>Analysing</p> <ul style="list-style-type: none"> • Analyses numerical data, verbal data and all other sources of information • Breaks information into component parts, patterns and relationships • Probes for further information or greater understanding of a problem • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems

<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 • Makes effective use of political processes to influence and persuade others 	<p>Delivering Results & 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 • Consistently achieves project goals.
<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility 	<p>Creating and Innovating</p> <ul style="list-style-type: none"> • Produces new ideas, approaches, or insights • Creates innovative products or designs • Produces a range of solutions to problems. • Seeks opportunities for organisational improvement. Devises effective change initiatives.

Company 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

Skills, Qualifications and Experience:

Essential:

- XX
- XX

Desirable:

- XX

