

Role Purpose: Using customer insight, data, market knowledge and great supplier partnerships to establish a market leading range proposition across a specified category/categories. Optimising ranges to grow sales and margin and ensure a competitive edge. Execute amazing customer journeys consistently, cross functionally and across all channels

Function / Business Unit: Commercial	Location: Head Office
Reporting Line: Head of Category	Budget Responsibility: N/A
Team Management: 1 direct report	
<p>Key Accountabilities / Responsibilities:</p> <ul style="list-style-type: none"> - Be the P&L owner for the category - Undertaking regular reviews of given categories to optimise ranges in order to grow sales and margin - Identify clear customer journeys and work cross category and cross functionally to build and execute them effectively - Understand the needs of the customer, develop and build range and promotional plans that meet the goals and objectives of the business through product leadership and becoming a category expert - Effectively review all promotional activity; implementing learnings to improve promotional and margin performance - Identify own brand areas for development - Effectively manage product ranges in line with critical paths to all teams in the business - Work to know and understand the relevant customer/retail market and the category performance within that – understanding key market trends - Achieve optimum cost through challenging negotiations, superb supplier management and identification of the most effective sourcing routes - Effectively implement pricing, promotional and ranging strategies - Conducting financial analysis of commercial opportunities to surpass targets and increase profitability - Effectively develop and maintain continuous engagement with all suppliers making sure performance and customer service are key considerations - Hold full accountability for margin achievement through the retail pricing of products. - To work with the marketing team to provide robust, clear promotional calendar to support key trading periods - Obtaining market insight and competitor intelligence on existing and forthcoming products to support the company growth strategy. 	<p>Required Skills & Experience:</p> <ul style="list-style-type: none"> - Customer centric: put the customer at the heart of every decision. - Previous product category management & buying experience - Proven ability to understand commercial risks with prior experience of effectively managing and communicating with it with relevant stakeholders - Demonstrable ability to engage and influence key senior stakeholders - Proven experience of spotting opportunities using product and consumer knowledge as well as market awareness - Experience of Far East direct sourcing, and UK supplier management - Strong negotiation skills, using appropriate techniques to move others to gain mutual agreements - Analytical skills to monitor and measure sales results and adjust product ranges to ensure sales targets and margins are achieved. - Excellent working knowledge of Word, PowerPoint and Excel - Numerate with experience of managing costs and budgets <p>Behaviours:</p> <p>Relationship building - Listens actively to the content of what people are saying and responds appropriately. Is aware of own natural style, values individuality and works out how best to apply it. Develops a network of contacts and builds trust.</p> <p>Drive and motivation - Pursues everything with energy, drive and a need to finish. Can be counted on to exceed goals. Seizes more opportunities than others Dependably achieves what he or she sets out to do, and expects others to do likewise</p> <p>Analytical – Goes beyond analysing factual information/data to develop a conceptual understanding of the meaning of a range of</p>

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- Negotiating and managing pricing, rebates and other trading terms to drive the high performance of suppliers, to ensure budgets, sales and margins are achieved from others. Both open and credible, adapts with the situation/culture
 - Build brilliant Supplier Partnerships to secure more than fair share support and investment as well as establish great first to market opportunities.
 - Identify opportunities to improve margin by identifying new sources of supply from either the existing approved supply base or where necessary opening up new sources, completing the vendor due diligence process where necessary
 - Conduct competitor analysis, review marketing intelligence and competitor's marketing activity in regard to range, pricing and propositions to ensure competitiveness on a monthly basis.
 - Work closely with Catalogue Production, Ecommerce and Marketing teams to ensure clear and coherent implementation of range and promotional activity across all the omni channel platforms

information. Notices when data appears wrong or incomplete or needs verification recommendations.

Problem Solving - Generates solutions, taking into consideration relevant factors. Identifies options for solving a problem and evaluates the relative strengths and weaknesses of each option. Take decisions based on a high level approach.

Teamwork and collaboration – Develops strong cross functional relationships. Recognises the dependencies across different functions in order to drive business success

Resilience - Has relentless determination to achieve results despite challenges and the ability to coach their teams to help them work successfully and deliver in challenging situations. Takes responsibility, acts with courage, shows resilience, learns from mistakes. Can provide clarity for others.

Decision making - Balances analysis, wisdom, experience and perspective when making decisions. Balances risk and opportunity equally. Thinks clearly and strategically under pressure. Quickly sizes up multiple situations and complex problems and makes excellent, timely decisions