

JOB DESCRIPTION



SECTION 1 – IDENTIFYING INFORMATION			
Job Title	Head of Category	Department	Category
Function	Sales & Category	Site	Home Based, with ability to travel to all Hain Factory and Office sites across the UK.
Date	June 2020	Approved by (manager)	Karl Frestle

SECTION 2 – JOB SUMMARY
<p><i>“The best story-teller in the world”</i></p> <p>To provide strategic direction, leadership and management of the Category Team, ensuring that all activities contribute towards the Company growth and profitability targets.</p> <p>Using internal, consumer, shopper and retailer data, the Head of Category will lead development of insight to build into both NPD development and creating compelling selling aids, making recommendations that will drive sales and share growth for both Hain Daniels and agreed Customers.</p> <p>Successful candidate must be able to build excellent relationships, tell powerful stories, influence Retailer strategies and interface superbly across multiple Customers and seniority levels. Working closely with the Sales Team, the individual is ultimately responsible for all aspects of the Category customer relationship.</p> <p>To support the Sales & Category Director on providing strategic vision and embedding Category Vision. The role will require the individual to be a very active member of the Commercial Leadership Team.</p> <p>The role will have direct and indirect line management responsibility.</p> <p>It is a requirement that the jobholder and all reports are compliant with Competition Law at all times</p>

SECTION 3 – KEY ACCOUNTABILITIES	INDICATIVE TIME SPLIT
<p>Strategic Planning</p> <p>To work with our customers and create category plans for our mutual growth. Understand the customer’s strategy and make recommendations that align Hain Daniels to our customers and push the Hain Daniels business forward.</p> <p>Develop price and promotion strategies with our customers, sales and marketing teams that maximise category growth.</p> <p>Leading the creation of Category Visions for our chosen Categories, deploying and embedding them internally and externally. Category Vision should be capable of transformational category growth, succinct, easily understood and actionable.</p> <p>Influence & collaborate with Marketing & NPD heads to create propositions capable of delivering transformational growth for key strategic partners.</p>	40%
<p>Range Optimisation</p> <p>To gain/seek a category leadership position with agreed accounts, providing regular insight and recommendations that feed through to ranging and merchandising decisions driving sales growth.</p> <p>Lead chosen range reviews, directly advising our customers on range and merchandising.</p>	20%

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<p>Category Insight Interrogate market data, consumer & shopper research to develop actionable category insights for Sales and Marketing. This insight needs to be clear, understandable and sales driven at a Customer and Brand level. Present recommendations to senior managers as well as sales, marketing and NPD. Build strong and effective relationships with key senior customer contacts and understanding of wider customer dynamics and trends. Insight links into category opportunities & risks for the next 5 years.</p>	20%
<p>Work cross functionally across internal departments, both remotely and at Hain Factory and Office locations. This includes:</p> <ul style="list-style-type: none"> • Sales – reviewing market data and building compelling Customer presentation templates. • NPD and Marketing - agreeing NPD launches and modelling Brand/Shopper activation. • MS&P - drive effectiveness and efficiency of trade promotional plan. 	20%

SECTION 4 – EDUCATION & EXPERIENCE

Education Level	Degree level
Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc)	<p>5-7 years proven track record of success in a senior Category position within the FMCG food industry. Multi-channel experience with expert knowledge on Key Accounts. Excellent leadership and people management skills. Experience of Brand and Retail Own Label.</p>
Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc.)	<p>Must possess excellent communication and influencing skills, both internally and externally.</p> <p>Highly numerate, with strong Excel skills, good commercial acumen and attention to detail. Excellent presentation and story-telling skills.</p> <p>Results focussed, with ability to deliver through and inspire Teams.</p> <p>Able to take a long-term strategic view, with robust understanding from different perspectives.</p> <p>Track record of building successful and credible customer relationships.</p> <p>Highly competent in analysing and developing insights from multiple data sources, with expert knowledge of Market Data providers and Retail Shopper systems.</p> <p>Demonstrates behaviours in line with the Company’s “ACHIEVE” framework</p> <p>Independent enough to be Category focussed for customers, whilst still being Company biased</p>

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SECTION 5 – DIMENSIONS & SCOPE			
Budgetary Responsibility	Indirect responsibility for efficiency of spend of both Data and Customer Insight. Positive contribution towards Company’s NSV & EBITDA targets, as well as overall Balanced Scorecard measures		
Other key dimensions (e.g. sales, products, skus, reports, invoices, etc.)	Balance objective Category thinking (using complex multiple data sources) with delivering tangible commercial results for Hain Daniels. Propose options & recommendations to Sales & Category Director and make decisions on the strategic direction of the Sales function, and relevant Customers and product categories. Generate category insight using shopper and market data that leads to a clear understanding of the category dynamics and develops a clear recommendations thorough compelling narratives that drive action in the Customer. Lead the range review process for assigned Customers, influencing their decision making throughout the process, providing range and merchandising recommendations to deliver positive results for the Category. Assist Customer Managers in development of a promotional and shopper activation programme within the customer portfolio, dovetailed with the Marketing plan and operating within the agreed promotional and A&P guidelines.		
SECTION 6 – CONDITIONS OF ROLE			
State any conditions for role	Role will require travel to multiple Hain Factory and Office sites, and frequent Customer Head Office and Route to Market visits across the UK. This role may include overnight stays.		
SECTION 7 – POSITION IN ORGANISATION			
<u>Peer Positions</u>		PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART	
Reports to: Sales & Category Director			
Works alongside and in collaboration with: External Data Controller, Head of Sales, Customer Controller, MS&P Controller, Head of Marketing			
Line management: Category Manager, Category Executive			
SECTION 8 – SIGNATORIES			
Job Holder Signature		Manager Signature	
Name		Name	
Date		Date	