

Category Manager – Job Profile (Commercial)

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Purpose. The Category Manager is responsible for the end-to-end commercial performance of a specific group of product categories. This role is a key driver of category strategy, managing the P&L, product range, pricing, and promotional plans to deliver profitable growth. The Category Manager builds and maintains strong, collaborative relationships with suppliers and cross-functional teams to ensure we offer an inspiring and competitive assortment that meets the needs of our members and customers.

- **Reporting To:** Senior Commercial & SRM Manager
- **Essential skills and experience:**
 - Category Management: Proven experience in managing a product category, including P&L responsibility, range reviews, and promotional planning.
 - Negotiation & Supplier Management: Strong negotiation skills and the ability to build effective supplier relationships.
 - Financial & Commercial Acumen: Solid understanding of financial performance, including sales, margin, and profitability drivers.
 - Data Analysis: Ability to interpret sales data, market trends, and customer insights to inform category strategy.
 - Retail Operations: A practical understanding of retail store operations and the customer shopping journey.
- **Qualifications:**
 - A degree in Business, Retail Management, or a related field is desirable.
 - Relevant experience in a category management or buying role within the retail sector is essential
- **Role Levelling:** P3

We make a *difference* to Members & customers

✓ Area of responsibility:

- Develop and execute a category strategy that ensures a compelling and competitive product range, tailored to the needs of our members and customers.
- Negotiate pricing and promotional plans with suppliers to ensure we deliver excellent value while meeting margin targets.
- Work closely with the Merchandising team to ensure products are planned and positioned effectively in-store to maximise sales and customer appeal.

✓ Measures of success:

- **Category Performance:** Achieving and exceeding sales, margin, and profitability targets for the assigned category
- **Customer Satisfaction:** Positive feedback and high scores on member satisfaction surveys related to the product range and pricing within the category.
- **Range Effectiveness:** Measurable improvements in sales and profit from new product launches and range changes.

We're *better* every day

✓ Area of responsibility:

- Use commercial and analytical reports to proactively identify opportunities to improve category performance, such as optimising product mix or pricing.
- Continuously review supplier performance and agreements to ensure the best commercial terms and service levels for the business.
- Stay informed of industry trends, competitor activities, and new product innovations to maintain a leading-edge category offering.

✓ Measures of success:

- **Category Optimisation:** Clear examples of how data and analysis have led to positive changes in category performance.
- **Supplier Performance:** Regular performance reviews with key suppliers, resulting in tangible improvements in cost, service, or innovation.
- **Innovation:** Successful introduction of new products or processes that improve category sales or efficiency.

We're a *caring* community

✓ Area of responsibility:

- Uphold ethical trading standards in all supplier negotiations and category decisions.
- Actively seek out and promote opportunities to partner with local and ethical suppliers, bringing their products to our stores.
- Communicate our co-operative values to suppliers, ensuring they are aware of and align with our purpose.

✓ Measures of success:

- **Ethical Sourcing:** Ensuring products within the category meet our ethical trading standards.
- **Local Supplier Support:** Measurable increase in sales from local and ethical suppliers within the category.
- **Positive Supplier Relations:** Building and maintaining a strong reputation as a fair and transparent partner.

We work together with *purpose*

✓ Area of responsibility:

- Collaborate with the Merchandising, Supply Chain, and Marketing teams to ensure a joined-up approach to category planning and execution.
- Clearly communicate category strategy, performance, and key initiatives to internal stakeholders.
- Actively contribute to cross-functional projects that require category expertise, such as seasonal planning or new store formats.

✓ Measures of success:

- **Internal Collaboration:** Positive feedback from key internal stakeholders on the quality of partnership and communication.
- **Strategic Alignment:** Clear evidence that category plans support broader business objectives.
- **Project Contribution:** Successful delivery of key cross-functional initiatives.