

# Industry Based Learning Program

## Job Description



<b>Job Title</b>	Category & Channel Strategy IBL	<b>Dept</b>	Commercial Excellence
<b>Line Manager Job Title</b>	Head of Category & Channel Strategy	<b>Location</b>	Ermington

### Key Responsibilities (10 bullet points maximum)

Describe the key deliverables to be achieved by the IBL and the ongoing responsibilities of the role

- Support Category in development, refreshment & embedding in various areas of all **4Ps** (Product, Price, Place, Promotion) – inclusive of analytical support for product/range optimisation, promotional guidelines/ROI, price assessments and placement (distribution, location, space/POG).
- Support Category with major **project development and refreshment**, including Channel Strategies, Category Strategies and NPI projects as needed.
- Support Category Managers in the **Range Review Process** - inclusive of management & analysis of category analytics for existing and NPI range opportunities/risks, development and review of shelf layouts & category/brand opportunities.
- Monitor, evaluate and **analyse Quant/Qual data** sources as requested by Category Leads, utilizing ex-factory/financial, ACNielsen, IQVIA, Trax and Category/Shopper insights.
  - Feed these analytics into relevant Category workstreams such as; risks & opportunities identification, deep dives, Monthly, New Product Innovation & adhoc tracker updating, with commentary as required.
- Maintain Space Planning databases and develop customer POGs, supporting Category Leads as needed. Inclusive of POG development for Field, Activations support, Cycle & shopper activations.
- Support CCS Managers and cross functional teams with **cycle meeting** presentation and **trade presenter selling aid** inputs.
- Support Category Team with monthly Core Commercial Cycle **inputs to CAM**.
- Work collaboratively cross functionally to deliver & support Category Team workstreams.

### Unique selling points of the IBL role

This is a unique opportunity to gain exposure to all aspects of the Category & Channel Strategy remit, as well as become a highly visible contributor to numerous cross functional deliverables. This role will input to the strategic direction of our entire commercial functional function.

### Required Skills

Describe the key skills and level of proficiency required for this IBL role (please see listed suggestions)

- You must be in your penultimate/ultimate year of a Bachelor's Degree in a Business, Marketing, Management or Communications area of specialization
- Excellent written & oral communication skills
- Highly analytical of qual & quant data
- Takes the initiative, exhibits eagerness to learn and receptiveness to feedback
- High attention to detail, rigor and process
- Ability to quickly build & maintain strong internal relationships
- A commercial & financial acumen
- Ability to pick up new tools/software, such as ACNielsen, JDA, Quantum
- Sound judgment and decision-making skills
- Strong prioritization & time management skills

Values	Expectations
<b>Patient focus</b>	<b>Courage:</b> Decisive, Ambition, Speaking Up, Pace
<b>Transparency</b>	<b>Accountability:</b> Results, Clarity, Prioritisation, Ownership
<b>Respect</b>	<b>Development:</b> Skills, Learning, Adaptable, Curiosity
<b>Integrity</b>	<b>Teamwork:</b> Aligned, Connected, Inspiring, Inclusive