

## **MANAGER, CATEGORY DEVELOPMENT & INSIGHTS**

### **Job Description**

The Manager, Category Development & Insights is responsible for category, consumer, and shopper insights data to create a clear direction for Daiya categories in the marketplace. As a member of the sales team, this role contributes to driving company sales and profits objectives with a fact-based selling approach that drives DSMP principles and thought leadership into Daiya's commercialization mandate.

### **Key Responsibilities**

- Responsible for developing and presenting customer specific presentation of relevant consumer insights, competitive responses, and new item/category selling strategies and assortment recommendations for key accounts.
- Leads Category Strategy efforts as a part of the annual sales planning process (e.g. annual Category Reviews, Distribution and Shelving principles, Scorecards and KPI development).
- Co-ordinates the complete sales reporting process with Spins.
- Analyze results and set up reports containing respective conclusions, ideas, and general action guidance.
- Generate ad hoc reporting for Sales, Marketing, and Business Planning.
- Create new tracking methods/reporting of key performance indicators which is critical to enhance the understanding of the business and to improve decision-making.
- Utilize syndicated data, account-specific data, consumer, and shopper insights to create direction for Daiya categories at our retail partners.
- Conduct necessary consumer and shopper research, identifying business issues and key questions.
- Provide ongoing trend analysis (business performance and drivers) to identify opportunities as well as take next steps/action as needed.
- Own the insights components for key customer presentation materials.
- Work with account teams to provide DSMP recommendations as part of category development.

- Attend strategic customer meeting to drive category thought leadership with objective of obtaining category advisership.
- Work collaboratively with sales and marketing teams to support all category directives and goals with a focus on execution.
- Provide training/education to the sales team on data interpretation to drive fact-based selling with our customers.

### **Skills and Qualifications**

- Bachelor's degree in Business, Management, Sales or a related field.
- 5-7 years of progressive Category Insights experience in the CPG industry with at least two years in Category Advisership / Captaincy with large strategic accounts such as Target, Walmart, Loblaws, Whole Foods.
- Natural Channel experience an asset.
- Cross functional assignments in Trade Marketing, Marketing or Shopper Marketing.
- Experience negotiating and influencing large groups or high-level constituents/representatives of an organization. Performance driven with desire to take on a high level of responsibility and work in a fast-paced environment.
- Strong understanding of go-to-market strategy for innovation including distributors, brokers, and direct shipment models.
- Strong analytical skills with experience in P&L Development, Channel Strategy, Price/Promo/Trade Rate Development, and product development.
- Experience with SPINS (DAAP, Destiny, Satori) an asset.

### **Related Knowledge, Skills, and Abilities**

- Willing to travel 20-30 % of the time throughout Canada and the USA.
- Excellent written and oral communication skills.
- Must be a team player and able to work autonomously.
- Highly self-motivated.
- Strong understanding of Spins/IRI/Nielsen.
- Must make most efficient use of company's resources for conducting business.
- Excellent organizational and time management skills.
- Proven track record of category leadership success.
- Strong working knowledge of Microsoft applications including Outlook, Excel, Word,
- etc.