**Role Description & Person Profile**

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| Job title: | Category Development Manager – Performance Products |
| Reports to: | Head of Operational Marketing |
| Location: |  |
| Direct & Indirect Reports: | No Direct reports |
| Role Overview | As a Category Development Manager within AB Dairy, you will take ownership of optimising the performance and growth our Performance product portfolio. You will be responsible for developing and executing strategic plans that drive sales, profitability, and customer excellence.  By staying ahead of the competitive landscape, continuously identify opportunities for existing / new product development and market expansion, positioning the Dairy business product offering for sustained growth and success. |
| Key Responsibilities: | * **Strategic Planning & Execution**:   Develop comprehensive strategies for your assigned product category to achieve business objectives.  Align product portfolio, pricing strategies, and operational marketing activities to enhance sales and market presence.   * **Market & Customer Analysis**:   Analyse market trends, customer behaviour, and competitor activity to uncover opportunities and identify market gaps.   * Leverage insights to adjust product offerings, ensuring they align with customer needs and preferences. * **Pricing & Promotion Management**:   Optimise pricing strategies to ensure competitiveness while maximizing profitability.   * Develop and implement operational marketing plans to boost visibility, customer engagement, and sales within the AB Dairy product category. * **Collaboration Across Teams**:   Work closely with cross-functional teams, including Technical, sales, marketing, and operations, to execute category initiatives effectively.   * Ensure alignment between the product offering, customer experience, and overall company strategy. * **Performance Monitoring & Reporting**:   Continuously track the performance of your product category through sales data, customer feedback, and other key metrics. |
| Budget Responsibility: | No |

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| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| Strong understanding of the key drivers of the UK dairy industry. | | Previous product management or product marketing experience. |
| Strong commercial acumen. | | Proven experience in pricing, promotion, and product portfolio strategies. |
| Strong analytical and strategic thinking to identify growth opportunities and optimize category performance. | |  |
| Excellent communication skills. | |  |
| Ability to collaborate with various internal teams and manage external relationships. | |  |
| Proficiency in data analysis and reporting tools (e.g., Excel, CRM systems). | |  |
| **Key Behaviours** | * Commercial acumen. * Strong analytical abilities. * Strategic thinking. * Data analysis expertise. * The ability to collaborate effectively with cross-functional teams to optimize marketing operations and ensure efficient campaign execution. | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. |  | |