Job Description:
Retail Category & Promotions Manager

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| Function: | Tech & Services (Food Platform) |
| Position:  | Retail Category & Promotions Manager |
| Job holder: | TBC |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Senior Retail Category Manager  |
| Additional reporting line to: |   |
| Position location: | Home Based – OSR / Stevenage / Salford |
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| 1. Purpose of the Job –
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| * Responsible for supporting the strategy implementation and day to day management of the bought in food to go category (BIF2G), including vendor partners meetings and engagement with supply management.
* Supporting the development and implementation of retail packaged goods (RPG) categories including cold drinks, snacks, confectionery.
* Collaborating on the development and delivery of the master category management plan for both RPG and BIF2G, aligning range to market and customer insight, consumer attitudes and participation moments.
* Support aligning the ranges / categories to the Branded services and the guest demographics to drive sales and margin.
* Assists in defining and delivering the annual NPD / Promotions plan for BIF2G and RPG. Ensure plan is aligned to guest insight needs and supports revenue growth across all service lines.
* Works with Finance to monitor performance of all categories and responsible alongside the Senior Retail Category Manager for taking corrective action to ensure we outperform the market and deliver profitable growth.
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. |
| * Retail Sales across key categories in line growth targets
* Key partnerships with Coca-Cola, PepsiCo, Nestle, Mars etc.
* Ensure we bring relevant NPD & SME’s to the business
* Key consideration to sustainability and ensuring ranges reflect current market challenges
* Work collaboratively with 7 segments and support the implementation of the category strategies.
* Work closely with Supply management to ensure we bring value, retaining quality and innovation.
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| 3. Organization chart –  |
| Head of Brands & Service ManagementSenior Retail Category ManagerRetail Category & Promotions Manager |

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| 1. **Context and main issues** –
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| * Collaboratively develop new thinking into the RPG category (including cold drinks, snacks, confectionery) and BIF2G alongside the Senior Retail Category Manager.
* Support the management and shaping of complex agendas across multiple customers, channels and brands whilst engaging multiple stakeholders.
* Ability to collaborate with and support 7 segments, with conflicting priorities and time pressures through excellent communication, and detailed brand plans for delivery.
* Ability to handle difficult conversations with integrity based on insight and data.
* Establish strong, effective, and collaborative relationships with Segments, Supply Management.
* Support the team to drive change and lead the organisation towards a new way of working, leveraging in-Region and global expertise. To support the collaborative new product development within BIF2G.
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| 5. Main assignments –  |
| **Support the Senior Retail Category Manager in defining and delivering the RPG category plan and pricing & promotional strategy using shopper, retailer, and customer insights, need states and market trends:*** Supporting the Senior Retail Category Manager on the development and delivery of the RPG category plan and annual promotional plan for key products
* Maintain planograms to maximise product placement
* Work in partnership suppliers to develop and deliver plan to expand categories and introduce newness
* Ensure Categories, Ranges and Planograms are fit for purpose and aligned to Internal Branded Services
* Support the development of best-in-class operational deployment tools and planograms for each range
* Ensure integrity of our internal business management tools with regards to Sodexo’s brand portfolio systems and tools e.g., Hermes, Retail Ranger.
* Work with Finance to evaluate and monitor the brands in terms of financial and non-financial performances, to include client and guest satisfaction.
* Support the development and maintenance of price laddering & price banding recommendations to drive margin through F&B capture rate and SPH growth.
* Support the Senior Retail Category Manager on the development of a clear approach and methodology around Retail Pricing, ensuring we understand optimum Value Pricing for all products sold.
* Support retail activation through the effective alignment to branded services.

**Support with building and maintaining the recipe and product data base (DRIVE) for RPG and BIF2G.**  |

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| 6. Accountabilities –  |
| * Maintenance of all key documentation to support the BIF2G and RPG categories, including but not limited to product matrix, pricing documents, planograms, implementation and deployment documents.
* Maintenance of the promotional plan and ranges delivering revenue, margin targets.
* Known, understood and quantified Retail Market landscape locally and regionally - sized for growth and prioritised for optimum Sodexo revenue and margin impact.
* Coherent multi-dimensional approach to Dynamic Retail Pricing deployed cross-region and optimizing Retail Volume & Transaction values.
* Effective deployment support of key categories aligned to service brands.
* Ability to work collaboratively with other senior members of the team and willing to challenge the status quo.
* Must have a growth mindset – to be willing to change and adapt as we grow and evolve.
* Must have an interest in food and new product development
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Proven experience as assistant category manager or similar role.
* Base knowledge of category management, marketing principles.
* Understanding of data analysis.
* Good attention to detail, strong process support and implementation skills.
* Ability to support, influence and communicate clearly with a wide range of stakeholders both internally and externally.
* Some experience in managing supplier relationships to increase sales and profitability whilst driving sustainable growth.
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