Edarabia

Category Manager (Sample Job Description) PDF

This Category Manager job description template includes key Category Manager duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for a Category Manager to manage a group or category of products for our company. You will be the one responsible for the pricing and overall promotion of a product category to maximize consumer appeal. Relationships with vendors and product range management will also be part of your duties.

An excellent category manager must have extensive experience in understanding consumer needs and the retail environment. They must have a commercial mindset and full comprehension of marketing and sales principles. Exceptional communication skills are also key for category managers.

The goal is to increase sales and profitability of business to drive sustainable growth.

Responsibilities:

- Analyze data or insights to determine industry and consumer trends
- Devise long-term development strategies for product categories
- Develop exit strategies for unsuccessful products
- Foster trust relationships with vendors to achieve better pricing and quality of services
- Place appropriate orders to ensure product availability that meets consumer demands
- Determine the positioning of a product category to maximize visibility
- Liaise with marketing teams to determine competitive pricing and promotional activities of a product category
- Collaborate with buyers and merchandisers to expand product categories

- Make forecasts for product demand to ensure the sustainability of inventory
- Assume responsibility of budget development and revenue for category

Requirements:

- Proven experience as category manager or similar role
- Solid knowledge of category management, marketing and sales principles
- Understanding of data analysis and forecasting methods
- Proficient in MS Office
- An analytical mind with a strategic ability
- Excellent communication and people skills
- BSc/BA in business administration, marketing or related field