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# Example of Category Advisor Job Description

Our company is searching for experienced candidates for the position of category advisor. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for category advisor

* Leads effective Coca-Cola storytelling that supports and influences decisions that benefit our customers (Walmart and Sam’s Club) and our internal Coca-Cola constituents
* Provides category reviews to Coca-Cola Sales & Marketing team led “line reviews” at Walmart & Sam’s Club, including logic for assortment and shelving recommendations
* Co-leads the application of the Coca-Cola Commitment and Collaborative Business Planning (CBP) process
* Assists in the Coca-Cola Sales and Marketing strategy development and Annual Business Plan construction
* Diagnoses Coca-Cola performance issues and opportunities and proposes alternatives to correct or capitalize
* 25% - Oversees entire purchasing process for medium to high complexity technology transactions
* 25% - Provides recommendation on the development and implementation of purchasing strategies for software, services, or hardware assigned that meet company requirements
* 15% - Leads special projects to identify and implement cost savings programs
* 10% - Works with multiple Category Managers within the Portfolio, and maximizes value-add by maintaining a Portfolio-level view
* 5% - Meets with internal clients on a regular basis to understand client needs and to strengthen client relationships

## Qualifications for category advisor

* Understanding of the Kompass process
* Understanding & experience of Target’s strategic category process
* Minimum 7 years CPG industry experience in a senior category management or analytics role
* Consumer Package Goods Knowledge with experience in Sales and/or Shopper Insights
* Team player, multi-tasker, and detail-oriented
* Previous experience as in vendor analytics preferred