Downloaded from <https://www.velvetjobs.com/job-descriptions/category-development-manager>

# Example of Category Development Manager Job Description

Our company is growing rapidly and is hiring for a category development manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for category development manager

* Serves as a SSC (HQ) team primary point of contact to the Category Development field teams
* Enables greater share of promotion, distribution and shelf by transforming raw data into actionable conclusions for use by the field Category Development teams and other diverse stakeholder groups
* Acts as the “go to person” for the category for Field Sales and internal Brand teams
* Highly collaborative with Category, Sales, Marketing, and other functions
* Sets goals and actions in line with overall strategy
* Executes fulfillment of goals and action plans from a sending, carrier and people perspective
* Continuously develops the business to secure operational precision and lowest cost over time
* Secures good co-operation with stakeholders within supplying process to optimize results
* Is responsible for effective Roadmap deployment and execution
* Negotiate with vendors/sellers to bring their products onto our platforms

## Qualifications for category development manager

* Minimum 4-8 years in Sales, Marketing or MDO
* Experience in the FMCG industry is a must
* 2 to 3+ years commercial experience (sales & marketing) in FMCG industry is a must
* Develop and maintain socialize strategic customer profiles incl
* Knowledgeable in offshore operating environments Captive, Build Operate Transfer, Managed Service, Functional & Full Service concepts
* Ability to travel (air and ground both domestic and internationality)for various meetings at Takeda and Supplier sites