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# Example of Category Development Manager Job Description

Our growing company is looking to fill the role of category development manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for category development manager

* Building and driving the business and category marketing plan for consumer displays at GWE region level in congruence with country plans
* Presenting HP Products internally and externally (to retail buyers and category directors) with professionalism and enthusiasm
* Develops ongoing and detailed knowledge base of key customer strategies and plans
* Primary responsibilities include translating consumer and shopper insights to actionable retail strategies and selling presentations
* To synchronize brand strategy and channel strategy into in-store execution and supplement the achievement of the maximum sales results, Develops and implement the annual business strategies and plans in order to achieve business plan, distribution and merchandising target
* To initiate the promotional tools Trade presenter, Promotion Presentation material, POP material, selling tools by reapplying conceptual selling of value added and FAB
* Develop customer and channel sales promotion plan in line with overall business strategy and objective based on channel, customer, consumer insight and understanding of competition environment
* Implementation of sales promotion plan with PDCA approach to ensure execution, effectiveness and continuous improvement of activities
* To promote brands and sales through out of home visibilities to plan and implement OOH visibilities nationwide
* To participate in selected events for solution demonstration

## Qualifications for category development manager

* Ability to relocate within the sales organization
* Delivering recommendations and solutions that are derived from insights and analytics to advance the strategic partnership with Target
* Developing fact-based analysis to support volume/financial decisions for the inclusion in the Field Sales Update process (FSU)
* Providing comprehensive analysis and solutions of promotional, distribution, pricing and shelving opportunities (significant use of multiple data sources, Nielsen, Info Retriever, Shopper Insights and Merch IQ)
* Participating in weekly sales calls with the VP of Target Team Sales, National Account Executives and other key decision makers
* Interacting with appropriate Target contacts in support of the day to day business