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# Example of Category Development Manager Job Description

Our company is growing rapidly and is looking for a category development manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for category development manager

* Gather category, consumer, and shopper data to help identify opportunities at the customer level to improve category sales through optimal assortment and shelving
* Understand and apply customer, consumer and industry insights using market research data to deliver category growth
* Develop the UK&I Services customer offer by creating the customer journeys and selling models for major new category initiatives and emerging service categories
* Embed the new initiatives and emerging categories into the relevant services category/ business area
* Experience of driving a business unit through category management and trading (desirable)
* Facilitate communication throughout the development process by partnering with a variety of internal teams including marketing, business development, and customer support
* Coordinate with key stakeholder to ensure the cohesiveness of the overall user experience
* Integrate user research, market analysis, and community feedback into product requirements to ensure products satisfy user needs, wants
* Set up cross-functional sourcing and supplier relationship management teams with adequate resources depending on the project scope to ensure execution of global sourcing events and manage global contracts
* Understand key contract terms and conditions and work with the legal, finance and contract teams to drive contract creation and negotiations

## Qualifications for category development manager

* Self-motivated, proactive, self-starter, tenacious and high degree of personal integrity
* Shop competitive and inspirational brands to generate design ideas and identify market trends
* Identify new or growing categories
* Bring newness and innovation to assortment
* Collaborate with US /UK design/buying teams to identify leverage opportunities
* Manage execution of concepts through development of seasonal product assortments