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# Example of Category Sales Job Description

Our growing company is looking to fill the role of category sales. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for category sales

* Complete sales performance decomposition across beverage categories and provide retailers with account specific opportunities and action plans that drive sales growth
* Create customized retailer specific selling stories leveraging all available selling materials and enablers
* Develop and nurture key Tech/Telco advertiser relationships in North America
* Create, present and sell solutions that achieve marketers’ business objectives
* Work collaboratively and intimately with the internal brand owners to understand and represent brand offerings
* Bring new category insights to market
* Define and help maintain the core range distribution and merchandizing guidelines by channel
* Creation of compelling category rationale to feed into NPD and initiative selling stories
* Support the development of category strategies and sector visions
* Support Range and Space strategy through development of our shelf vision for the future

## Qualifications for category sales

* Facilitates communication between marketing and regional customer facing organizations
* Manages activities of ICs (typically Expert/Master) with accountability for a large multi-department area(s) or location(s) with significant impact on business unit results and sales/marketing strategy
* Directs and controls category management activities for Americas region
* Manages organization size of roughly 10 employees
* Plans category management programs to achieve business objectives established primarily by GTM Director
* Experience working in Sales and/or with Sales business partners