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# Example of CTC Manager Job Description

Our company is looking to fill the role of CTC 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 CTC manager

* Develop article assortment plan (width) into store format framework by month according to BU range segmentation, CTC range architecture, CTC commercial ranking by category
* Review Mandatory Range x-category and fulfill store clusters
* Align full category assortments with respective category BU and handover category assortment plan to CTC Store Format Planner
* Deliver category assortment plan presentations at Brand Merchandising Week, Sales Training, KA Pre-lines, Trade Meeting
* Prepare assortment planning showcase sessions together with Store Format Planner for all key sell-in milestones
* Sample merchandising together withBU and VM at Sales Training, KA Pre-lines, Trade Meeting
* Provide input to and attend Commercial meeting, Integration meeting and Sell Thru meeting
* Facilitate and support the Range Architecture definition and modification for the season, working with BU counterparts Horizontal C2C
* Assist the definition of seasonal concepts prioritization and rollout within BU securing of appropriate support from Horizontal C2C within the overall adidas Brand
* Provide CTC input into the BU product creation process and ensure it meets CTC requirements for the markets/channels for which he/she is responsible

## Qualifications for CTC manager

* Be the expert for customer needs in the relevant BU
* Ability to manage conflicting priorities and high workload
* Managing to work under pressure & to be flexible to short-notice changes
* Work with key markets and Controlling to ensure pertinent real-time information is communicated to the Global BU to make informed decisions that advance the business
* Together with Sports Marketing, create and present specific promo ranges and product offers in alignment with WE BU, esp
* Drive consistent and centralized WE reports (sell-out/in, orderbook, assets)