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# Example of Customer Category Manager Job Description

Our company is hiring for a customer category manager. 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 customer category manager

* Deliver the Customer Category framework, managing any trade-offs within the framework
* Deliver improved category promotional effectiveness and profitability by creating guidelines & changes using OPSO analysis
* Set customer targets within category
* Category leadership with customers
* Driving growth and relevance in our customers will in turn offer the opportunity to grow the base for our MDLZ Category
* Support in the development of the Overall Category vision and combine it with the picture of success, ensuring that it is relevant for various Customers
* Build a broad contact matrix with our customers which will assist in the delivery of the Category initiatives, MDLZ Picture of success
* Category experts in our customers
* Equip the KAMs with the “Channel/ Category Vision” which will enable them to have ongoing conversations with our customers that will aid in their development and framing of their Joint business plans
* Manage Operating Costs, trade funds to develop effective and efficient merchandising

## Qualifications for customer category manager

* 5-years experience in either FMCG, Top ten national retailer or client facing in blue chip data provider (eg
* Strong knowledge and expertise of eCommerce merchandising, management and digital marketing required
* Have an unquestioned customer focus & bring to life our Snacking Vision our UK Trading Strategy
* Strong experience in end-to-end purchasing process management, particularly across indirect categories
* A successful individual will demonstrate exceptional skill in critical thinking and communication, high level of data analysis, problem solving and analytical reasoning
* Lead, develop and manage the 'executive' resources to ensure timely and accurate support across the team