



Example of Associate Category Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of associate category 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 associate category manager

- Creates and delivers actionable sales stories and strategies with solutions for internal and external customers
- Consults closely with brand development to secure alignment around retail environment realities prior to innovation launches
- Provide guidance, leadership and category/brand expertise to field category management managers
- Works with Shopper Insights and CMI Managers to integrate shopper understandings into category management initiatives/strategies
- Assists in training, distribution and execution of category management tools with field
- Leads and/or participates in Corporate priority projects
- Use syndicated and/or retailer specific data to develop, prepare and present information and recommendations in support of category management and key retail sales initiatives (such as retailer performance, trends & opportunities, pricing effectiveness, promotion effectiveness, market share gap analysis)
- Use syndicated and/or retailer specific data to develop, prepare and present with information and recommendations in support of category management and key retail sales initiatives (such as retailer performance, trends & opportunities, pricing effectiveness, promotion effectiveness, category space

- Diagnose category challenges and translate them into specific business questions that can be answered through primary research and analytics
- Utilize Walmart Retail Link data to glean category and consumer insights

Qualifications for associate category manager

- Must pursue and maintain Certified Professional in Supply Management (CPSM) certification or equivalent
- Frequently required to attend meetings in several different locations, and up to 20% domestic travel is required
- Knowledge and experience in Syndicate POS, Household Panel, (IRI Nielsen), retailer Shopper Card data
- 3+ years CPG Category Management experience
- Working knowledge of syndicated data via IRI and/or Nielsen
- Understanding of shopper insights and panel data