Position Description

Vacancy Title: Category Manager
Location: Wailekutu - Lami
Reports To: Group Marketing Manager

Objective

Category Manager will be responsible for overseeing and optimizing the performance of a specific product category within a company, focusing on maximizing sales and profitability through strategic planning, analysis, and execution of category strategies. The role involves analysing market trends, competitive activities, and customer behaviour to develop and implement strategies for product selection, pricing, promotions, and inventory management (marketing strategies, pricing, and product ranges to maximize sales and profitability.)Role Reports to Marketing Manager.

Outcomes

Organisational Stakeholders

1. Performance Monitoring and Category Reporting

- Management of the category's budget, ensuring effective allocation of resources for marketing activities and promotions
- .Monitoring product performance post-launch and making data-driven decisions to enhance product offerings.
    - Tracking the performance of marketing campaigns and initiatives, analyzing results, and adjusting optimize results.
- Track key performance indicators (KPIs) and regular reports on performance category provided.
- Return on investment measured with key learnings for future investment choices.

2. Market Research and Analysis

- Analysing market data, consumer behaviour and competitor strategies, and market trends to understand the needs and preferences of the target audience and identify opportunities and make informed decisions.

3. Pricing and Promotions

- Collaborating with merchandising and sales teams to optimize product placement, pricing, and promotions to enhance sales.
- Develop and execute pricing and promotional strategies to drive sales and maximize profitability.

4. Relationship Management

- Building and maintaining strong relationships with vendors, suppliers, and internal teams to facilitate smooth operations, ensure consistent supply and favourable terms and achieve business objectives.

5. Cross-Functional Collaboration:

- Integrated commercial alignment, working with cross functional leaders in management, ICT, logistics, sales, trade and finance together with manufacturing to implement category strategies.

6. Ensured Safe Work Environment at all times

- Work place safety is ensured
    - Communication of Safety, Health and Environment to all team members are on an on-going basis
    - Occupational Health & Safety systems promote zero workplace injury at all times
    - Local environmental regulation is aligned with work place safety on an on-going basis
- Workplace hazards eliminated at all times
    - Systems assist in the identification and elimination of work place hazards on an on-going basis

7. CJP image and value standards demonstrated and promoted

- Collaborate with other teams for the benefit of the organisation
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the organisation's image and values
- Business practice and decisions are ethical and aligned to organization policy and procedures
- Confidentiality of financial and operational information ensured at all times

Product's Stakeholders

1. Strategy Development

- Develop and implement category-specific strategies that align with overall business objectives.
- Developing and implementing marketing strategies, pricing plans, and product range management to achieve sales goals and profitability targets.
- Ensure that the product category is well-positioned in the market, meets customer needs, and is profitable.

2. Product and Brand Management

- Product Assortment and Road mapping
    - Determine the optimal mix of products within a category, considering factors like customer demand, profitability, and competitive positioning. Creating and managing product roadmaps that outline the vision, strategy, and timeline for product development and launches.
- Product Innovation and Renovation
    - Lead category product innovation and renovation, working closely with New Product Development (NPD) team on proposals and updates, tracking product gates and ensuring key milestone achievements captured.
- Premium Category Management
    - Optimizing the premium product segment within a category to maximize profitability and customer satisfaction.

Responsibilities - Key Competencies

Competence	Description
Business	
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Customer	
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
People	
Team Orientation	Work in a team towards a common aim.
Facilitation	Assist the progress of work ensuring its timely and effective completion.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.

Qualifications

Qualification	Discipline	Notes
Desirable		
Masters Degree	Business and Management	
Preferred		
Degree	Sales/Marketing/Advertising	

Work Knowledge and Experience

Minimum 3 years relevant work experience as a category or brand manager or sales and marketing is essential.

Understanding of ‘Fast Moving Consumer Good’ (FMCG) retail environment and consumer behaviour is crucial for developing effective category strategies.

Commercial driven with a strong understanding of marketing principles and practices

Strong data analysis skills with proven ability to analyze data, propose solutions and make informed decisions.

Strong interpersonal and creative thinking skills with empowered mindset

Requirements

Language Proficiency

Excellent command of English

Regulatory Compliance Requirements

Driver’s License

Other Required Statements

No other required statements found.

Interactions

Type	Interaction	Comments
Internal		
	Sales & Marketing Team	
	National Sales Manager	
	Supply Chain Team	
External		
	Customers	
	Suppliers	

Attributes

Behavioural Styles

Accountable	Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Enthusiastic	Shows high levels of excitement and interest, and expresses positive feelings.
Innovative	Devises new and creative ways to do things comes up with original ideas.
Reliable	Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work.

Interpersonal Styles

Realistic	Shows concern for facts and reality, rejecting the impractical.
Team Oriented	Enjoys being with others as part of a group or team.

Thinking Styles

Challenger	Queries, tests information/beliefs and provokes thought.
Decisive	Reaches conclusions, promptly and firmly.
Well organised	Controls tasks in a well thought out and critical manner.

How To Apply

Using Link

Contact for Enquiries

Contact Name: Suraksha Karan

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Further Contact Information: --

Closing Date: 19 Dec 2026