

Job Description Template

MARS

Job Title	Category Development Manager
Segment/Business Unit	Chocolate Indonesia
Function	Trade Marketing/ Marketing
Job Level	T2
Location/Site	JKT
Line Manager's Name	Yogesh Tewari
Contact address for job applicant	mars-chocolate.careers.id@effem.com

Job Purpose

Answer why this job is in the organization; Why this job exists (2 or 3 sentences maximum)

To drive category sales and Mars sales through strategic partnership with key customers. To work with cross-functional teams to design category plans with a shopper & retailer focus. To be the category expert by having an in depth understanding of the categories (through in-depth analysis of market share information, scan data and shopper study) to identify issues & opportunities the business can overcome or leverage.

To guide NPD development from a category, sales & executional perspective to ensure launch acceptance & mutual benefits for us & the Retailer.

To gain alignment & commitment to a Point of Purchase plan and effective assortment plan that provides the category strategic & tactical direction for the Franchise & Account teams

Key Responsibilities

Please list the most important and relevant responsibilities

1. Establish and Develop Indonesia Chocolate Category Vision
2. Proactively build customer engagement to sell in category strategy and solution with excellent in store execution.
 - a) Build T2T strategic relationship with customers' category management function
 - b) Category Solution selling story building
 - c) Drive top-notch execution with aligned sales strategies and objectives
3. Collaborate with other functions (Marketing, Trade marketing and Accounts team) to co-develop Shopper insight research in the stores
4. Develop consumer insights thru in-depth analysis of Market share information, competitive scan data, shopper study and other related information
5. Lead Category reviews and recommend fact-based business opportunities by leveraging information & knowledge and working closely with Account Managers and buyers
6. Own the process of Category Management with National Key Customers, which include designing rational assortment, developing logical Planogram, and monitoring execution excellence at stores level;
7. Create winning story and best practice to replicate the success to other Accounts and Stores;
8. Provide inputs into the NPD process from a category, customer and sales execution perspective to design a winning and easily saleable proposition, providing a set of agreed benchmarks & forecast for the Feasibility phase of planning. Evaluation of an activity through retail scan data & Home panel.
9. Develop selling story and other selling tools to support account team and field sales team;
10. Data and knowledge management to ensure information accuracy & consistency

Context and Scope

Complete how the job gets done and the way it operates

This position reports into the Marketing Director for Indonesia Chocolate. The role requires interaction externally with strategic customers' category management and buyer teams and internally with key accounts, marketing and trade marketing teams. The successful candidate will need to demonstrate strong analytical capability, strategic thinking, process management and conflict management abilities. An experience in field sales (preferably key accounts) and trade marketing/ marketing is essential. A talent for deriving simple insights from complex data will help in ensuring success in this role.

Relevant Quantitative and Budget Information

Financial	
Staff	Manager of Self
Other	

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Job Specifications/Qualifications

State the minimum education, knowledge, skills and experience this position requires. State the physical and/or mental requirements for the role (e.g. stand for x hours, lift x weight, concentration on repetitive tasks). Please distinguish any “preferred” qualifications.

Note: May differ from the current job holder’s own skills and experience.

1. Education & Professional Qualification

- Bachelor’s Degree is a minimum requirement.
- An MBA in Sales and Marketing or General Management would be highly preferred.

2. Knowledge/Experience

- Must have 3 - 4 years in-field sales experience (preferably key accounts experience) and 3 – 4 years Trade marketing or Category management experience
- FMCG experience is a must; Experience in foods or impulse category is preferred
- Must be comfortable in handling large amount of complex data and deriving insights out of data
- Must be comfortable in working alone and standing alone to push category agenda above brand agenda.
- Must be comfortable facing customers, negotiating and convincing them on category building stories
- Ability to network within organization and outside and build relationships with peers, subordinates, partners and other stake-holders.
- Good Communication skills (oral and written).
- Good presentation skills will be a great advantage
- Fluent English

Level of role, Critical MLCs and Competencies

(Leadership & Functional/Technical)

Level of Role

Individual Contributor

- Delivers Consistent Results
- Creates Collaborative Relationships



People Leader

- Develops Talent
- Engages Associates



Senior Leader

- Practices Breakthrough Thinking
- Navigates Complex Challenges

Key Supporting Competencies (4-6)

(Note: competencies selected should be job related)

Action Oriented, Drive for Results, Command Skills, Customer Focus, Conflict Management, Planning

(refer to <http://www.talentdevelopment.mars>)