



**CAREER OPPORTUNITY**  
**CATEGORY MANAGER**  
**Construction & Building Industry**

Our client in the construction and building materials industry in East Africa is looking to recruit a Category Manager. The Category Manager will be responsible for defining the marketing mix for the category, managing and implementing the same and taking corrective actions to ensure the profitability of the range of products, according to the company's objectives.

Reporting into Sales Director the duties of the Category Manager include, to:

- Determine the positioning of the products in the respective markets, estimate their potential based on market studies, and agree with management the best positioning of the products according to their fields of application, their key attributes, competing products, etc.
- Determine the price positioning, according to the cost price and profitability objectives including analyzing competition and setting competitive pricing points, and adjusting the pricing to increase sales and clear out stagnant products from inventory as required
- Conduct an analysis of the existing distribution and align ranges of products with respective distribution channels including but not limited to distributor networks, retailer networks, large projects etc.
- Determine promotion of products, in collaboration with internal and external services including communication actions and media, promotional plans and marketing tools etc. to be used internally and by the sales force within the distributing channels.
- Provide customers/distributors with focused insights regarding the products within the category. Driving category relationships with all the players in the distribution channels and direct customers, understand their objectives, decision-making processes etc. so as to optimize account penetration
- Translate customers' feedback and insights into actionable category strategies and tactics that drive measureable results/performance.
- Build strong, reciprocal, trusted relationships across organizational and functional boundaries and use these relationships to grow the brands, ensure brand consistency and maximize value to the organization, retailers and customers. Share with the production department constraints linked to the orders (volume forecasts, sales planning, packaging methods) and support the development of solutions
- Oversee a team of analysts and other support staff, maintain direct contact with field teams (sales, marketing) to keep informed on all sales and marketing activities
- Monitor sales indicators and decide on corrective actions to be implemented according to the objectives



- Manage budgets allocated and analyze expenditure items against profitability.

In particular he/she will:

- have a Bachelor's degree in business, retailing, management, sales, and/or marketing from a recognized institution of higher learning. An MBA or post-graduate study in field of retail management, merchandising or distribution will be an added advantage
- have at least 7 years' of experience in product/category management or in a related area ideally in a manufacturing organization for the building industry
- have a knowledge of the world of distribution of building materials; Business to Business
- have a commercial mindset and full comprehension of marketing and sales principles
- have exceptional communication and relationship building skills
- have strong mathematical and analytical skills; with the ability to analyze and develop accurate conclusions to support category decisions based on key data
- be of good judgment and wisdom in negotiations and in the development of projections
- have demonstrated capability to lead and direct the work of others, and achieve results through teams
- have intermediate level proficiency in MS Office applications i.e. Word, Excel, PowerPoint, MS Project, Outlook, etc.,
- be willing to travel locally and internationally

**Remuneration:** The salary offered for this position is competitive and negotiable dependent on experience and demonstrable contribution.

If you are interested in the above position and meet the above criteria, please send in your application via electronic mail to [recruitment@tgagroupea.com](mailto:recruitment@tgagroupea.com) attaching a full résumé / curriculum vitæ in Microsoft Word Document (.doc /.docx) format.

Your application should reach us on or before **Thursday 27<sup>th</sup> April 2017**. Interviews will commence on Tuesday 2<sup>nd</sup> May for successful candidates.

*Please Note: **We do not charge** individuals any fee to accept or hold their applications in our database. We therefore do not accept any applications from agencies who charge their clients for submitting their resumes*