



POSITION VACANCY

October 18, 2010

POSITION	Category Advisor, Loblaws
DIVISION	Category Capabilities Group, Category & Channel Sales Development
LOCATION	Brampton, ON
REPORTS TO	Category Advisor Team Leader

This position will develop a long-term, mutually beneficial relationship with Loblaws. This position will do so by developing customer solutions for the accounts and banners through the sharing and exchange of category and account opportunity analysis.

Major Responsibilities

Develops a long-term, mutually beneficial relationship with Customer in this Customer-Facing role:

- Participates in scheduled (weekly) customer meetings and continuously communicates with the customer to ensure satisfaction. Interacts with Category Manager-level and above with customers
- Coordinates and communicates with Category Channel Sales Development and Customer Development teams. Maintains consistent two-way contact through on-going progress updates
- Acts as the “store-level” and Industry expert for our Customers through continual Retail Visits and analysis of Industry Resources.
- Creates and build fact-based tools, scorecards and presentations to provide category insights to customer.
- Upholds signed Confidentiality Agreements/Firewall with Customer information.

Works with Category Channel Sales Development to develop and tailor solutions to the account/ banner through the sharing and exchange of category and account opportunity analysis:

- Drives Category Profitability at the Customer through executing all Category Management initiatives: Listing Base Recommendations, Promotion Planning and Post Evaluation, Category Reviews, Ongoing Business Tracking and course correction
- Provides strategic recommendations to customer following thorough category review and analysis of 4P's: price, presence, placement and promotion
- Challenges existing strategies and concepts, increases current knowledge base and insight through testing of new ideas
- Applies and refines Customer and Nestlé category management practices and processes
- Management of Customer Planogram review process in areas of responsibility
- Manage complete toolbox of category insights to advise customer: POS data, Market Track, Ad Trak, Home Scan, Spectra, Nestle Solutions, etc.
- Assist Customer Business Team in Joint Business Planning initiatives, Preferred Vendor/Exclusivity Negotiations

Qualifications

- Completion of a University Degree in Business Administration preferably with a focus on sales, marketing, or finance, MBA preferred.
- 3-5 years of experience in sales and analytic positions. Expertise in the retail landscape and category management are core competencies.
- Experience with ACNielsen Workstation Plus, Cognos, Space Planning (Apollo, Prospace) and POS Data



- Proficient in Microsoft Office (Word, Excel, PowerPoint, Access)
- Must be a self-starter, detail oriented and possess strong interpersonal, communication, presentation, negotiation, project management and organization skills.
- Inquisitive, investigative nature, with demonstrated ability to analyze and translate data into insight and recommendations
- Must be able to deal with ambiguity, manage through change and work in a fast paced environment, handling multiple projects simultaneously.

Suitably qualified candidates should first contact their Department Manager before submitting their résumé to the undersigned. The closing date for this posting is **October 27, 2010**

REFERRALS WELCOME! (All external applicants must access www.nestlejobs.ca, Search for Jobs, click on the vacancy and apply online.

Farihan Masri – Human Resources