



## **POSITION VACANCY**

**October 18, 2010**

**POSITION  
DIVISION  
LOCATION  
REPORTS TO**

**Category Advisor, Loblaws  
Category Capabilities Group, Category & Channel Sales Development  
Brampton, ON  
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](http://www.nestlejobs.ca), Search for Jobs, click on the vacancy and apply online.

**Farihan Masri – Human Resources**