



JOB VACANCY

Category Analyst

Duration: Permanent

Department: Marketing

We are seeking to recruit a Category Analyst to support the delivery of business objectives through the provision of high-quality reporting and market analysis. The role drives the visibility of market data and insight to support internal strategy and improve customer relationships. The position is based in Edinburgh, reporting to the Category and Shopper Development Controller.

Main Accountabilities

- Work in partnership with continuous data agencies and suppliers (IRI, Kantar Worldpanel, loyalty card data) to extract insight and deliver regular reporting commitments.
- Manage continuous data contracts and suppliers.
- Monitor and evaluate the impact of promotional and pricing strategies across several sub-categories.
- Track and report on relevant consumer, customer and category trends.
- Create and maintain reports.
- Prepare category/customer presentations to support sales team.
- Support the Category & Shopper Development Controller on ad hoc projects and initiatives.

Knowledge, Skills and Experience Required

- The ideal candidate is highly numerate, motivated and inquisitive
- Strong Excel / Power Point skills are essential.
- Experience with continuous data sources (e.g. IRI, Nielsen or Kantar) is highly desirable.
- Experience working in the FMCG environment.
- Strong interpersonal and communication skills.
- Positive attitude with passion for our brand and the food & drink / retail industry.
- High levels of organisational skills and excellent attention to detail.

A full job description is available from the HR Department. Application forms are available from the HR Department or Security.

E-mail: careers@baxters.co.uk

Closing date: Friday 21st September 2018

