

# Category Manager Job Description

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## **Duties and Responsibilities:**

- Develop and maintain cordial relationship at all times with re-sellers/re-distributors, as well as with customers
- Carry out procurement (placing of order, making necessary payments and documentation of purchases) of new products for the category and take stock of inventory at all times to know when it is time to place orders for new products
- Create and develop long term plans and strategy for the success of assigned product category
- Create exit strategies for products that are not successful in the market
- Analyze data concerning the particular products in a bid to understand trends and consumer needs
- Make sure that product category is positioned at an easily visible place for customers to see
- Work hand-in-hand with the marketing team to determine pricing models and any form of promotional activity that will enhance sales
- Relay information about new products and changes (as the case may be) to important teams within the organization
- Help in the development of budgets and management of expenses
- Attend to customers' needs effectively.

## **Category Manager Requirements – Skills, Knowledge, and Abilities**

- Communication Skill: A good category manager must be able to communicate effectively with both customers and top management within an organization. That is to say that he/she must possess good communication and interpersonal skills
- He/she must display good signs of being creative, especially when it comes to thinking and thought patterns
- He/she must have a competitive attitude so as to be able to thrive in the market place, and must be aware of trends concerning not only his/her products, but also that of fellow competitors

- The Category Manager must have good analytical skills and also be able to forecast market trends in order to ensure availability of products for consumers at every point in time
- Good negotiation skill is needed to succeed in this career, especially when it comes to procurement and purchases
- A degree in Business management/administration, marketing, or any other relevant discipline is usually required
- 2-5 years of experience as a category manager in any organization
- Solid knowledge of basic computer operations.