

United Kingdom Jobs Expertini®

Category Analyst | Bags of Autonomy

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Company: Paul Nyman Consultancy

Location: United Kingdom

Category: business-and-financial-operations

Over the last two decades the team within this household name have taken on iconic status with a number of their products, created a category leadership approach and fostered innovation that leads the field.

In order to continue this growth, they are now seeking to augment their existing category function through the addition of category analysts as part of their highly regarded team.

Your role will be central to understanding the competitive landscape of the business and provide a platform for further strategic decision making. Therefore, you will be at the heart of business with a view of everything that is taking place.

During your first years you will be expected to be involved in development of data insights that will lead to range reviews, merchandising, promotional mechanics employed by the commercial teams and innovation within the NPD function.

To be successful here you will be comfortable manipulating data, using insights to create direction of thought and ideally some FMCG market data such as retail link and Neilson or Kantar. These analytical skills will be complimented with strong communication competencies which are balanced with outside the box thinking.

This is an environment for those earning freedom from the corporate glue of large multinationals as there will be few “policies and procedures” but plenty of freedom. So you must be self-organised and motivated to deliver in a fast paced and uncompromising environment

With 18 months -2 years’ experience in a commercial category analyst function this will provide an opportunity to develop your career and lead to future promotion and development.

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