



Job Title: Category Manager

Department: Commercial

Reports Direct: Managing Director/Commercial Director

Location: Peterlee

Job Purpose

- Be the authority of a specific product category.
- Build and maintain the relationships with key customers, distributors and OEM partners.
- Lead the annual category planning process.
- Define product strategy and route map.
- Define full commercial business case and full product specifications for NPD and product launch.

Responsibilities

- Identify trends and opportunities within the market place that contributes to and supports the achievement of sales targets for the category.
- Obtain and analyse market and competitive information.
- Understand the competitor landscape surrounding the product portfolio(s) and identify areas of improvement in the product portfolio(s).
- Carry out product Improvement analysis and prioritise improvements.
- Support the marketing department with detailed product and sector information that will lead to improved product exposure and enquiry response rates for the product portfolio(s).

- Provide online and face to face product training to internal and external customers as required.
- Review and advise on product feedback obtained from multiple sources including technical support databases and product improvement databases.
- Ensure cross-functional collaboration across the company with the internal and external stakeholders.

KPIs

- Unit sales performance.
- Product development and life cycle management.
- “Customer Experience” metrics (TBA).

Knowledge, Skills, and Experience Required

- A BSc or above in Industrial Product Design, Electrical Engineering or related discipline.
- Essential experience of working in the Electrical Test and Measurement sector.
- Knowledge of effective management of product lifecycle stages.
- Experience of sales performance management and corrective action to achieve sales volume targets.
- Must be able to give evidence of working with a customer centric approach.
- Demonstrate an attention for detail.
- Ability to communicate in a professional manner across different levels of a business and to a global customer base.
- Excellent organisational and prioritisation skills.
- Excellent data interpretation skills.
- Able to work under pressure and to tight deadlines.
- Some travel will be required.

Qualifications

- **15-18 Bracken Hill, South West Industrial Estate, Peterlee, County Durham, SR8 2SW, United Kingdom.**
 A BSc or above in Industrial Product Design, Electrical Engineering or
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related discipline.

If you want to be a part of our team please send your CV and a covering letter by e-mail to wendyc@seaward.com

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