

Category & Insight Manager

Location – Flexible with occasional travel to site/ customers

Maternity Cover – 18 months FTC

We are currently recruiting for an experienced Category and Insight Manager who can work in a stand alone role focussed on identifying business opportunities and helping to support/ advise on our retailer strategies. Scotbeef supplies fresh primary and added value red meat products into the UK retail and foodservice markets.

Main Responsibilities:

- Lead market, consumer, category, channel, and shopper ad-hoc proactive research projects from start to finish
- Explore opportunities for growth and then embed these throughout the business
- Keep abreast of new emerging trends and developments within the retail landscape
- Help drive innovation pipeline through forward thinking recommendations and wider market/ overseas inspiration
- Create and deliver impactful and engaging growth-orientated category and seasonal deep dive presentations
- Present data in a way to make the complex simple with a story and a 'so what'
- Report monthly to the business internally and our customers externally regarding the market, growth and recent developments
- Manage relationships with key data providers and agencies, maximising our contracts to the full
- Client code monthly Kantar CMA files for Scotbeef bespoke slow cooked database
- Use the multiple data sources and tools at disposal in findings

About You:

- FMCG exposure essential – meat experience desirable
- Experience in leading consumer/shopper/category department and research projects
- Experience of using Kantar Worldpanel/ Assosia/ Toluna data and platforms
- Ideally 5+ years' experience within consumer insight
- A good communicator able to deal with all levels of personnel across the business in various functions
- Excellent level of Microsoft office suite, particularly Powerpoint

Ideal applicants would be available to start early 2022 to allow for sufficient handover

If this sounds like your next opportunity, please get in touch with your salary expectations