

Category Manager Job Description 5/3/21

The Role:

The Category Manager plays a valuable role at ePromos by providing strategic, consultative category guidance to deliver market leading growth for assigned category(s). Responsibilities will include:

- Management of assigned product category assortment, pricing, placement, and promotional strategy. Work closely with Marketing to better understand the customer, help drive campaign category and product decisions, as well as optimize the website to engage with the appropriate audiences.
- Performance of high-quality analysis, combining multiple data sources (including sales, ecommerce, competitive, customer-level, industry-wide, global) to generate insights and actionable recommendations, and leveraging effective communication & influencing skills to implement action.
- Ownership of sales, gross margin, and vendor selection across assigned categories. Identification of margin opportunities and actionable steps to maximize revenue and profit.
- Ownership of assortment plans and on-site Merchandising, while maintaining ecommerce alignment.
- Management of cross-departmental relationships with ecommerce, Marketing, Sales, Supplier Relations to help drive business and growth of assigned categories.
- Strong focus on key company initiatives within product categories

Skills required:

- Strategic and critical thinking skills
- Creative and product driven with eye towards trends
- Experience with Assortment Planning
- Strong verbal and written communication skills
- Strong analytical skill set and ability to effectively analyze data
- Very strong organizational skills
- Exhibit levels of flexibility and ability to multi-task in a fast-paced environment

Personal characteristics required:

- Driven with sense of ownership over work
- Highly entrepreneurial and process driven
- Highly aesthetic and creative
- Creative and innovative thinker
- Problem solver
- Strong interpersonal skills
- Can work independently with little direction
- Collaborative with the ability to influence and work through cross-functional teams without formal authority

Education and Knowledge required:

- Bachelor's degree or equivalent experience in business, merchandising, or related field
- 3-5 years' experience in Merchandising, Category Management, Buying or Product Development preferred
- Product merchandising knowledge required, with eCommerce background preferred
- Experience in B2B, Promotional Products preferred but not required