



LINDT & SPRÜNGLI

JOB DESCRIPTION

Senior Shopper & Category Manager Lindt & Sprüngli (South Africa) (Pty) Ltd

Department: Marketing
Location: Head Office, Cape Town, South Africa
Reports to: Director of Marketing
Direct Reports: Category Analyst (1)

Background to the Company

Lindt & Sprüngli (South Africa) (Pty) Ltd started operations in May 2011 and forms part of the Lindt & Sprüngli group of companies. With more than 120 employees, the Company is based in Cape Town with regional presence in Johannesburg, Durban and Port Elizabeth. It has a network of own retail stores of currently 15.

As global leader in the premium chocolate sector, Lindt & Sprüngli looks back on a long-standing tradition of almost 175 years which takes its origins in Zurich, Switzerland. Today, quality chocolate products by Lindt & Sprüngli are made at 12 own production sites in Europe and the USA. They are distributed by 25 subsidiary companies and branch offices, in more than 500 own stores and cafés, and via a comprehensive network of more than 100 independent distributors around the globe. With over 14,000 employees, the Lindt & Sprüngli Group reported sales worth CHF 4.02 billion in 2020.

Position Purpose

The vision for the Category & Shopper Marketing Team is to be a trusted team of Shopper & Category experts in confectionery that is central to providing strategic and short-term solutions to deliver Category growth, internally and externally. The Category team is living a category growth mindset, to grow faster and more sustainably than the category through superior understanding and fulfilment of consumer and shopper needs.

Key Responsibilities

- Lead shopper insight and category insights, leading key initiatives from project development, management to completion
 - Leadership for Category Vision and Drivers that enables Lindt customer teams to persuade key retail partners of the Lindt category strategy
 - Create and deliver short and long term shopper insight initiatives, as prioritized by the Lindt SA management team, to support MPD planning & specific segment challenges to turn shoppers into buyers of our brands
 - Leadership of brand / account workshops to enable the Marketing, Shopper Marketing & Sales teams to develop and sell the annual seasonal plans to our key retail partners
- Lead the key cross functional Shopper Marketing projects that continue to step change Lindt influence with our retail partners
 - Coordination of both qualitative and quantitative consumer & shopper marketing research to lead new insights into the development of the category & Lindt
 - Lead ongoing development of Lindt Category Vision, Drivers & Tactics, to engage our retail partners on the growth opportunities for the confectionery category
 - Develop channel insights in order to ensure Cat Vision for Wholesale channels



- Through insight, lead and support customer marketing with new activation initiatives for Lindt brands to increase their visibility in store
- Lead for Shopper Marketing contribution to the annual brand planning process
 - Support marketing team with shopper marketing insight/strategies that support new brand initiatives for existing and new products
 - Ensure that the identified shopper strategies play a core role in the company, category and brand long term plans
 - Support customer marketing team with category insight to lead new activation in store, both on and off the fixture.
 - Develop strong agency partnerships with both new and existing agencies to utilise their strengths to support Lindt Shopper Marketing.
- Planning and Review:
 - Provide support to the internal Brand and Key Account teams by conducting regular business analyses (with the focus on key strategic drivers and opportunities), presentations and merchandising solutions
 - Proactive management of team priorities
 - Build and develop internal reporting databases and templates
 - Manage cross-functional targets
 - Identify key trade opportunities including maximizing in-trade opportunities (ranging, distribution, merchandising and visibility)
 - Oversee development of Category Selling stories
 - Delivering commentaries and sales analysis for monthly business review reports, pro-actively identifying business opportunities and issues
- Merchandising Input
 - Manage planograms & merchandising guidelines to support category shelving initiatives including the training thereof internally and externally
 - Responsible for updating space management product / image library & IRi data characteristics
- Team Leadership
 - Lead, motivate, coach and develop a team of 2 by setting clear priorities aligned to objectives
 - Training members of the cross functional team on data systems (Retailer POS, IRi)
 - Build effective working relationships and processes with the Sales and Marketing teams with the aim of driving incremental category and brand growth
 - Lead cross functional ways of working ultimately ensuring alignment to and focus on business objectives

Requirements

- Proven Category Management Expertise
- Advanced MS Excel, IRi Temple & Space Planning Skills
- Understanding shopper/consumer/market insights and how these drive category growth in retailers
- Understanding of competitor and market dynamics
- Excellent numeracy, analytical and data interpretation skills
- Understanding brand and key account strategies and interpreting these into customized category plans
- Implementing and evaluating category plans in-store
- Excellent interpersonal skills, able to build relationships and influence at all levels – internal and external
- Confident, assertive self-starter with a drive for results and highly motivated
- High level of initiative, able to drive projects independently
- Structured with organizational skills



- Ability to work under pressure and meet tight deadlines

Qualifications/experience

- BComm Degree or suitable tertiary qualification
- Previous experience in a customer-facing Category Management role, FMCG environment (minimum 5 years)
- Prerequisites include advanced skills & working knowledge of external market data software and space planning software
- Knowledge of and advanced skills in Microsoft Office (specifically Excel and PowerPoint)