



# LINDT & SPRÜNGLI

## JOB DESCRIPTION

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

Department: Marketing  
Location: Head Office, Cape Town, South Africa  
Reports to: Senior Shopper & Category Manager  
Direct Reports: None

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### 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

Increase competitiveness and profitability of product categories by providing analysis and recommendations in support of planning and executing shopper-centric category strategies that deliver sustainable category and business growth for Lindt & Sprüngli SA (in line with the pre-defined commercial and business goals of the company).

### Key Responsibilities

- Category analysis, insight and reporting
  - Ongoing analysis and interpretation of key account level and channel level data from retailer systems and market data (IRI, Qlikview, SmartShopper etc) to identify category opportunities
  - Tracking of customer performance vs. KPIs including risks and opportunities
  - Contribute to the Innovation / New Product Development process by analysing market data and presenting relevant facts / insights that help build compelling selling arguments for, and supports new product launches
  - Provide the business with regular performance updates and insights to drive category growth - create a regular meeting forum for category updates
  - Provide analytical support in the development of category plans and range reviews in other retailers if required
- Managing and supporting customer category range reviews
  - Identification of retailer performance gaps and opportunities through data analysis
  - Use of insights from data analysis to influence range and distribution, from breadth and depth perspective, as required



- Application of Lindt category management approach to influence range, space and merchandising – incorporating visits and meetings in the merchandising centre at key times through in-depth understanding of customer ranging process and priorities
- Work collaboratively with brand and sales team to drive recommendations with customers
- Work towards achieving Lindt targets within key account around share of space/sales, planogram development, distribution targets etc
- Implement Category Plans with customers
  - Support the development of category plans with key customer
  - Lead the implementation of category projects in the key customer
  - Use insight and work with Customer Marketing to develop ease of shop planograms, fixturation, POS and other in-store initiatives

## Requirements

- Retail/FMCG understanding
- Skills in Data analysis, data interpretation and data management
- Able to present Data Insights articulately and to a varied audience
- Solid Excel skills
- Must have an understanding of local competitor, customer/key account and broader market insights
- Excellent analytical abilities
- Excellent numeracy skills
- Excellent written and verbal communication skills
- Great attention to detail and highly organized
- Ability to work under pressure and meet tight deadlines
- Self-motivated with a can-do attitude.

## Qualifications/experience

- BCom Degree or suitable tertiary qualification
- Previous experience in an analytical role (FMCG environment preferred) (minimum 2 years)
- Prerequisites include a working knowledge of external market data software, with preference given to candidates who have mastered the use of IRI/Nielsen
- Knowledge of and proficiency in Microsoft Office (specifically Excel and Powerpoint)