

Argentina Jobs Expertini®

Sr. Manager, Category Strategy & Insights

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Company: Helen of Troy

Location: Argentina

Category: arts-design-entertainment-sports-and-media

Join our Sales team at Helen of Troy and make an immediate impact on our trusted brands: OXO, Hydro Flask, Osprey, Honeywell, PUR, Braun, Vicks, Hot Tools, Drybar, Curlsmith, and Revlon. Together, we build innovative and useful products that elevate people's lives everywhere every day.

Look around your home, and you'll find us everywhere, in your kitchen, living room, bedroom, and bathroom. We are already making your everyday lives better. We are powered by knowledgeable, enthusiastic, and forward-thinking people committed to developing a culture of inclusion. Whether you are just starting your career or in need of a challenge, we recognize, develop, and empower talent!

Position Sr. Manager, Category Strategy and Insights

Department: Sales

Work Location Bentonville, AR , Hybrid (work 3 days onsite)

Hybrid Schedule: Helen of Troy associates enjoy the advantages and flexibility of a hybrid working model, allowing for in office 3 days minimum, and remote 2 days. Any changes to this working model would be communicated accordingly.

What you will be doing:

As our customer's most trusted category guide, you will support the Walmart Merchandising Team to bring about outstanding growth solutions. As the category pro, you will develop differentiated, relevant, and concrete insights which guide an outstanding category growth strategy. You will also aid in the execution of the strategy and provide critical metric tracking.

Stewards the value of Helen of Troy's Category Advisory Services with Walmart Merchandising leadership.

Is responsible for the interaction with Walmart to evaluate the category, address key business questions, and build strategies and tactics to drive category growth.

Deliver fully coordinated consumer, category, and market insights to guide Walmart's strategic choices and tactical actions which provide outstanding growth.

Proactively provide analytics using all Category Management capabilities, such as planograms software, data visualization tools, and marketplace data to drive business opportunities and develop recommendations.

Nurtures business relationships with Walmart key contacts that establish Helen of Troy as the leading source for all category strategy needs.

Responsible for planning and implementing modular relays with Walmart Merchandising.

Responsible for providing Category Management reporting, trend analysis, customized reports, and special project work directly to Walmart Merchandising.

Extensive partnership with Walmart's Merchandising teams applying JDA Space Planning software for semi-annual resets.

Track and Develop Strategy to Gain Share leadership at manufacturing, Brand & Sub-Category levels. Maintain & manipulate big data to develop deep insights on Products (HoT & Competitive).

Concisely explain the online category insights to cross-functional groups. Explain why things are happening online (products or people). Convert these insights into actionable NPD and trends.

Bring more value to the division and selling process as the category leader/captain by developing current and consistent data analysis to support "category" selling stories and line reviews.

Develop, maintain, and report with analysis (monthly) on the Market Share Overviews, Pricing Bucket, and perhaps PowerBI Dashboards.

Skills needed to be successful in this role:

Ability to analyze, understand and interpret point of sale and syndicated data

Ability to simultaneously prioritize multiple projects

Ability to build a complete category management review including relevant data and recommendations

Strong analytical, verbal, written, and presentation skills

Capability to develop and influence strategy at both retailer and manufacturer, with management-level positions

Minimum Qualifications:

Bachelor's Degree, preferably in Marketing or Business

5+ years' experience in CPG (Consumer Packaged Goods) within the eCommerce channel

5+ years' experience in Category & Shopper Insights

2 years' experience as Walmart Category Advisor

Experience in a combination of Category Management, Analytics, or Sales

Knowledge of syndicated data sources: NPD, Nielsen/IRI, Household Panel, & TraQline

Knowledge of JDA Space Planning software

Experience with Excel and PowerPoint

Experience working with senior customer leadership at the Senior Buyer/Merchant or DMM level

Knowledge and use of data visualization software: Power BI or Tableau

Experience with Atlas data warehouse, SQL Server and Access

Authorized to work in the United States on a full-time basis

Benefits Salary + Bonus, Healthcare, Dental, Vision, Paid Holidays, Paid Parental Leave, 401(k) with company match, Basic Life Insurance, Short Term Disability (STD), Long Term

Disability (LTD), Paid Time Off (PTO), Paid Charitable (volunteer) Leave, and Educational Assistance.

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