

**Position Title:** Category Manager

**Location:** Corporate Headquarters - Cleveland, Ohio

**Send resumes to:** Opportunities@max-wellness.com

### **Summary:**

The Category Manager (CM) is responsible for managing revenue and the overall P&L for his/her categories. The individual and his/her extended support team will develop the customer centric strategic plan for the category. They must also manage ongoing business through insight-led decision making, assortment optimization, category marketing, visual merchandising, and vendor management to optimize ROIC. This position requires the individual to be an innovative, hands-on entrepreneur with the ability to understand quantitative data and its implications and use insights to execute on the strategic initiatives of the category.

### **Essential Duties:**

- Develops merchandising, display, advertising, distribution, packaging and sales plans and programs for the assigned items and merchandise departments
- Negotiates buying contracts and obtains most advantageous price
- Understand customer centric retailing principles and the analytics of customer purchase behavior
- Establish and meet set category goals
- Build financial models to predict ROIC
- Use market, competitive, and customer perception analyses to set and adjust item price levels
- Aggressively manage category performance
- Demonstrate category ownership by defending all category decisions with sound analytics
- Delegate analytic tasks to key support functions and synthesize results
- Understand all merchandising planning and analytic functions, including visual merchandising, pricing, and promotions
- Provide executive team with business case for promotions, including promotional productivity forecast and product performance sensitivity analyses
- Manage day-to-day category vendor relations and growth opportunities
- Manage the translation of marketing and consumer insights into assortment merchandising decisions
- Champion weekly category review meetings with merchant support team to aggressively and proactively manage category performance
- Performs other related duties as required and assigned

### **Requirements:**

- Bachelor's degree strongly preferred
- 5-7 years experience in retail or consumer packaged goods required
- Knowledge and experience in merchandising, finance, accounting, vendor relations, and marketing in the retail business
- Communication and negotiation skills required
- Previous experience in store operations, business administration and managing a P&L required