



Category Development Executive

We have big ambitions at PROPER and are hiring a Category Executive to join our Category team. The Category team is responsible for accelerating growth in the Popcorn and Better-For-You snacking categories. We are the voice of the Consumer and the Shopper to our retail customers and within PROPER; we ensure that we win together.

The person:

This person will have experience in translating insight in to action, will be able to present in an engaging and concise manner and will be comfortable with a high degree of ownership. We are looking for someone who has the confidence to deliver key findings and recommendations to retailers and internally to the business. You will be outcome-driven, entrepreneurial and ambitious. You will not be troubled by ambiguity, will love a challenge and will want to make an impact.

The role:

Your role will be reporting into the Head of Category, supporting with category analysis and reporting. You will help drive the category agenda within PROPER and own relationships with key retailers by providing meaningful insights and recommendations, across all channels.

Your responsibilities:

- Undertake 5P analysis to uncover insights that deliver action-based category recommendations for retailers and for PROPER.
- Develop category-leadership relationships with retailers by providing category recommendations for range reviews, key events and for ad-hoc questions.
- Own weekly and monthly reporting to inform retailers' strategies and tactics and to inform PROPER's business strategy.
- Upskill the entire business on category thinking and support the sales team with killer category insights.
- Help us identify the market opportunities and recommend tactics to convert them.
- Inform the NPD process with market and shopper insights.

Requirements:

- Strong experience of analysing sales data; previous use of working with multiple data sources preferable (e.g. IRI/Nielsen, Dunnhumby, Kantar, bespoke quant/qual research).

- Minimum of 1 year category (or insight-related) experience required; experience in the food industry is preferable.
- Ideally educated to degree level, but strong relevant experience acquired in the industry or through an apprenticeship, for example, will also be considered.
- Excellent Excel skills.

About PROPER:

Cassandra and Ryan launched PROPER eight years ago, cold-calling and packing boxes of popcorn from their living room. Since then, we've grown into one of the fastest growing independent businesses in Europe and the number one premium popcorn brand in the UK. Our passionate team continue to have even bigger and better global ambitions, so there couldn't be a better time to join this incredibly dynamic and creative company.

This year, we were awarded the "Best Brand to Work For" by Creative Pool. Our canal-side office is home to our team of 45 and several other ambitious start-ups. A 10-minute walk from Angel and Old Street, we have an in-house chef who makes us breakfast and lunch and you'll get unlimited holiday after 2 years at the company. Goes without saying you'll have an unlimited supply of popcorn as well!

If this sounds like the role and team for you, please send a short covering letter and your CV to mike.hedges@propercorn.com.

