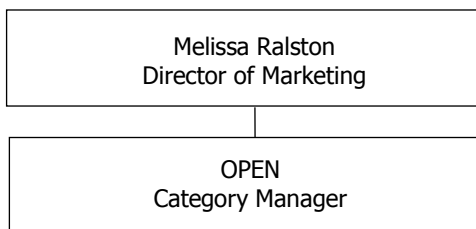


CATEGORY MANAGER

1. General Information

- Posting Dates: 4-MAY – 10-MAY
- Job Requisition Number: E-17014
- Job title: Category Manager
- Line Manager: Melissa Ralston – Director, Marketing
- Location: Clearwater, FL B1
- Level: (proposed level pending approval) Exempt level 3
- Relocation Available: Yes International Domestic N/A

2. Organization Chart



3. Purpose of Job

The category manager is responsible for developing growth strategies for our categories through new products, services and brand development for North America.

4. Major Duties / Responsibilities

Team Building and Collaboration

- Work, in conjunction with cross-functional teams, to ensure category goals and objectives are being met in accordance with annual plan
- Able to create effective and positive work relationships while holding people accountable.
- Develop, empower and lead a team while ensuring all KPI's, deadlines are on spec and on time.
- Able to influence strategic decisions across all levels through factual supporting rationale and audience-specific relevance.

Category Development

- Develop category long-term strategies, in accordance with overall company goals and branding strategies
- Maintain cohesive brand messaging throughout category-specific catalog or collateral materials
- Provide recommendations for category-specific marketing spend allocation

Market Research & Product Development

- Ability to identify upcoming trends and react quickly to bring to market.
- Understand the impact of industry and external trends, synthesize the message for management and/or transform that into tactical execution
- Identify additional opportunities of new products and subcategories based on consumer trends, researches, competitive analysis, etc.
- Oversee the continued partnership of key accounts on product exclusives and new product development,

Continuous Improvement

- Identify ways to continuously improve our processes and efficiencies (i.e., speed to market, pricing/policy harmonization, rationalizations)

5. Key Performance Indicators or Financial Dimensions

- P&L and Category Sales Analysis
- New products – speed, quantity, performance to budget
- Performance of new services
- Financial Acumen (Pricing, Forecast, Budget, Margins)
- People Development & Team Building

6. Minimum Knowledge, Experience, and Education Required for the Job

- Minimum of 5 years people management, preferably in a product management function
- Proven ability and willingness to help develop and grow direct reports.
- Ability to work across functional, national, cultural boundaries in a matrix environment, across different time zones
- Availability to travel (20% of time) to Asia (minimum 1x per year) and domestically
- Excellent organizational skills and ability to prioritize.
- Demonstrated ability to lead projects within a structured and process-oriented environment
- Excellent knowledge of PowerPoint and Excel.
- Open and creative mind. Ability to think out of the box
- Strong analytical and problem solving skills
- Capacity to understand the technical constraints of the products
- Bachelor degree, preference in Marketing or related field

Note: Your application for this position does not guarantee an offer. The skills and experience required for this job will determine the success of your application.

If you are interested in applying for this position, please contact your line manager and your HR representative before applying.

Applications (CV + cover letter + Job requisition Number) should be sent to HR or Michelle Hagins by 10-MAY-2017

**BIC Corporation is an Equal Opportunity/Affirmative Action employer.
All qualified applicants will receive consideration for employment without regard to race,
color, religion, sex, national origin, disability, or protected Veteran status.**