**Category manager**

Reporting to Commercial director

Founded in 2014 in the Czech Republic, Rohlik is the European leader of e-grocery in Central Europe. Already active in the Czech Republic ([Rohlik.cz](http://rohlik.cz/)), Hungary ([Kifli.hu](http://kifli.hu/)) and Austria ([Gurkerl.at](http://gurkerl.at/)) and Germany (Knuspr.de), the company will be launching in the coming months in Romania, Italy and Spain under the Sezamo brand. By owning its end-to-end operations, including all technology in-house, Rohlik provides a superior customer experience and the freshest food from local farmers and artisans, as well as a broad supermarket selection.

**Department Overview**

We have 3 main objectives in the commercial department. The first objective is to excite customers by our range and hence build the penetration (customer and basket) to help our business grow faster. This we do via great assortment (reverse pyramid), price & promo policy and brilliant web (shelf). The second objective is to do this profitably. Grow our margins further and improve the profitability of the entire business. This is done via the right assortment/supplier pool and effective negotiations. Our last objective is to do this effectively to improve our cash position and further improve profit via effective assortment and stock management.

**Role Overview**

Category manager is the CEO of a given category and develops strategy for that category (based on overall company commercial strategy) and executes it fully. In this role you will need to develop a great assortment relevant to local customers based on the reverse pyramid, where we have the majority of SKUs/sales on the top level (reverse to normal retail). You will cooperate with the local supplier pool to work on our price/promo competitiveness to both super markets and specialized stores and implement it on the web so customers will find their products easily and will come again. You will also cooperate closely with the listing team, supply chain, marketing department (to tackle customers and new trends), operations (to keep our assortment effective) and finance (to keep our margins growing).

**What we expect from you**

* Vision and strategy to be able to develop the category
* Ability to see the full picture - manage end to end processes
* Brilliant collaboration with suppliers, other departments and across the group

**What we look for**

* Experience in buying/category management:  
  Fresh (Meat, Dairy etc.) Baby, Drinks, Bakery & Frozen, Fruit & Veg, Dry Food
* Focus on results, not on process
* Great negotiator
* Food lover who seeks new trends
* Flexibility in finding solutions and the drive to execute them

**KPI’s typical for the position**

* Customer penetration
* Basket penetration
* Margin
* Shrink
* Inventory turnover (GMROII)

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we offer fair compensation and the possibility of professional growth and education; also a great bunch of people around and legendary corporate events

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