

Category Development Analyst

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Company: Mars

Location: Veghel

Category: other-general

Job Description

:As the Category Development Analyst for the NL market, the purpose of this role is to be the market copilot for macro, market, category and competitive intelligence. The role is to stay closely connected to the senior stakeholders in the Management Team, and provide insights and champion the growth choices by delivering superior market insights. As Business Intelligence and Analytics co-pilot you will be co-creating growth strategies towards the future and provide direction. You go beyond the traditional maintenance of panel data. In this role you will be part of the Category & Customer Marketing NL team. You will directly report to the Category & Customer Marketing Head NL. This role is the Business Intelligence & Analytics Co-pilot for the market, and partners with Management Team, Sales, Category and Marketing, Supply, Sales & Finance as well as Global and local Consumer Market Intelligence. You will partner with the Strategic Leadership Team in the market to drive a robust strategic growth agenda. **What will be your key responsibilities?**

Provide analytical expertise in local market drivers and key performance metrics

Responsible for added value in depth Business analysis including period performance reports, Nielsen monthly summaries, root cause deep dives in performance issues/ opportunities and present insights in S&OP and Management Team meetings.

Key responsibility is also to then foster and facilitate the business conversation on the insights and the actions that these should drive.

Manages local data and especially the strategic relationships with Nielsen/ GFK/ IRI as

well as related budget.

Responsible for local database updates/refreshes, ensuring updates for Mars and competitive new items.

Deliver foresights and provide category data / trends and shopper insights (via e.g. conducting research) to support category vision and to steer on future category growth and Market Share development.

What are we looking for?

Minimum Education: Master Degree in Business management / Marketing or related field

Preferred Experience: 3+ years' in business management, consumer/ shopper insights and market research

Strong communication skills in Dutch & English

Demonstrated ability to assess complex data streams and translate them into meaningful and actionable strategic recommendations

What can you expect from Mars?

Work with over 130,000 diverse and talented Associates, all guided by the Five Principles.

Join a purpose driven company, where we're striving to build the world we want tomorrow, today.

Best-in-class learning and development support from day one, including access to our in-house Mars University.

An industry competitive salary and benefits package, including company bonus.

Mars is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.

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