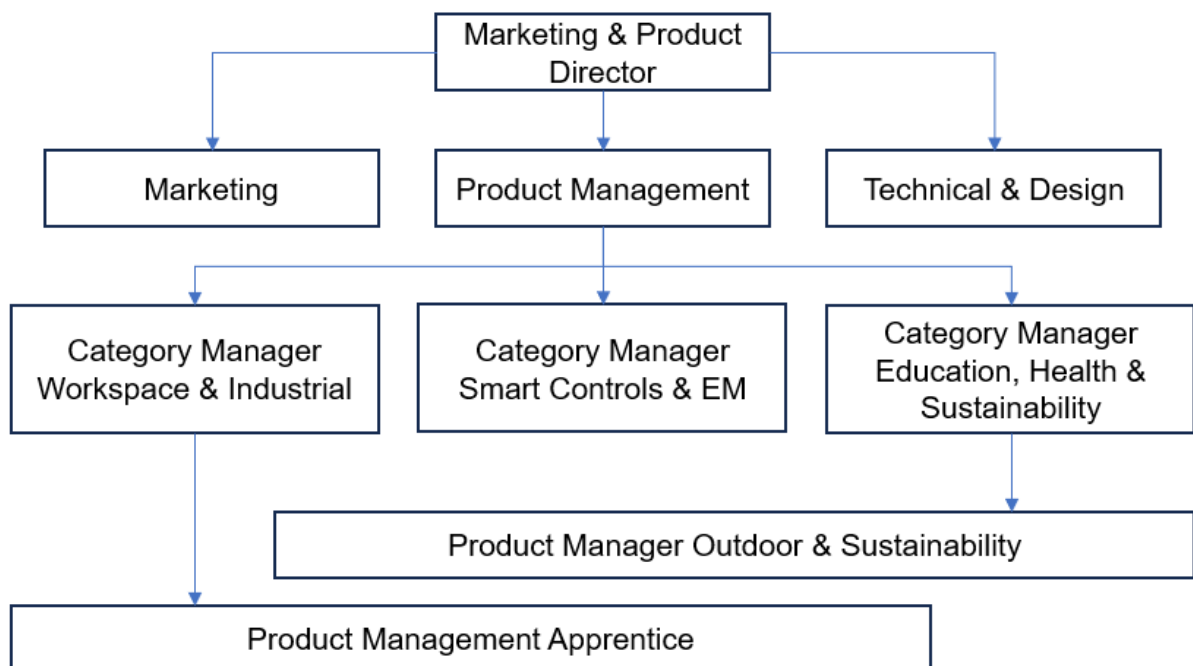


Job Description / Specification

Job Title:	Category Manager Smart Controls & EM
Reporting to:	Marketing & Product Director
Department:	Marketing & Product

Organisational Structure



Purpose of the Position

To drive the profitable growth of our business through the Smart Controls and Emergency Categories.

Key Responsibilities

1. Own and deliver the 2-5 years category strategy, aligning to the strategic plan for the business/group, to drive revenue and profit growth. Managing the portfolio of products/solutions and making recommendations for the delivery of new, amended, and withdrawn products/solutions.
2. Know the market (size/potential), the competition, and the customer. Gather insight and knowledge to create compelling value propositions and associated commercial proposals.
3. Engage, manage, and collaborate with internal and external stakeholders to gain consensus and deliver on objectives.
4. Be responsible for all assets and tools associated with the marketing, development, and training needs of the category.
5. Setting, tracking, and reacting to category KPI's through the effective analysis of market and business data sets.
6. Build effective value-added partnerships with new and existing suppliers as necessary.
7. Support the salesforce and wider business on major projects and business development through the delivery of thought leadership and CPD training.
8. Responsible for your continuous personal and professional development enabling effective delivery within your role and career.

Specific Skill Requirements		
	Essential	Desirable
Education / Technical Skills	<ul style="list-style-type: none"> • Product Management experience (ideally in controls, systems integration, building management systems or electronics manufacturing) • Ability to generate customer market insight and understanding, analysis of complex data from multiple sources and market trends. • Ability to identify and deliver value propositions that align to customer/market need and opportunity. • Experience of managing and delivering effective projects on time and on budget • Ability to manage product/sector product portfolio and drive profitable growth. 	<ul style="list-style-type: none"> • Specific Lighting industry knowledge and experience • Specific knowledge of Dali, wirepass, RF mesh technologies and Cloud API's. • Knowledge and experience in aligned industries within manufacturing or built environment.
Behaviour	<ul style="list-style-type: none"> • Accepts ownership and accountability for own actions and decisions. Demonstrates commitment to accomplish work in appropriate and effective manner. • Ability to apply critical thinking, analysis and address multiple and competing demands and priorities. • Collaboration with stakeholders and ability to take them with you. Effective communication built on listening, understanding, assimilation of information and adjustment. • Always looking forward and outward for future trends and opportunities, gathering customer input to improve and innovate. • Commercially minded matching great ideas with company ambition/capability and profit potential. 	

Written By:	Matt Paskin	Date: June 2023
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