

Category & Insights Lead

We are looking for someone to come and join our team and lead Category & Insights for BOL. You will be reporting into the Head of Commercial and work closely with the brand team. This role is all about understanding BOL's performance and what is going on in the wider market to help us make the right strategic calls for both existing and future product markets. You'll be helping to pull together recommendations that can shape all areas of the business and identifying the next big trends.

The role

- Lead driving first class category & consumer insights making clear recommendations to inform BOL innovation and marketing strategy
- Be the expert in understanding who the BOL consumer is now, the category consumer of the future and how the BOL brand will continue to recruit them including recommendations on price and promotions
- Credible category expert who helps build winning stories to take to our key stakeholders (retailers/productions partners) to support BOL growth
- Lead role in Consumer Research to land lots more category breaking plant-based innovation over the coming years
- Responsible for running weekly & monthly reports alongside development of new continuous reporting solutions e.g category scorecards.
- Line manage and develop the Category & Insights manager to ensure maximising their potential

The person

We are looking for a high energy person on a mission to use data and insights to make a real difference to the strategic direction of BOL.

This candidate will have a proven track record of delivering real change through first class category insights. Great attention to detail, is highly numeric and has strong communication and relationship building/influencing skills are a given. A real team player that is able to coach and develop the Category & Insights manager

They will be able to excel in a fast paced business and be excited at the prospect of helping shape the strategy of BOL and drive the business forward.

Requirement

- Proven track record leading a category and insights team
- A minimum bachelor degree in related field + 4 years relevant industry experience
- Numerate and proficient in excel. Comfortable working with large data sets, drawing out key insights and turning into clearly presented category recommendations
- Strong communicator with great presentation skills and the ability to forge great relationships with external and internal partners
- Love (+ very comfortable) presenting and influencing key stakeholders to continually keep the category and consumer front of mind
- Naturally extremely inquisitive with an eye for trends, attention to detail and thoroughness in approach
- Have proven track record of analysing big data sets, drawing out key insights and pulling together compelling stories & recommendations that lead to key strategic
- Highly motivated, positive attitude with ability to work in fast pace whilst maintaining a high quality of output
- Interest in food / the category or ability to become immersed in our world
- Knowledge of data sources such as IRI, Nieslen, Kantar, i2c & Dunnhumby would be advantageous

BOL is committed to the principles of equity, diversity and inclusion.