



CATEGORY & SHOPPER INSIGHT EXECUTIVE

Frontline's talented people are what make us the successful business we are, at the forefront of driving innovation within a fast paced and dynamic industry. The magazine supply chain is complex, and Frontline ensures that the biggest brands in the magazine market reach retail shelves in the right quantity and at the right time.

An exciting opportunity has arisen at Frontline, within our Category Management and Shopper Marketing team for a Category & Shopper Insight Executive. The role is offered as a full time, permanent position, based at Stuart House, Peterborough (currently working from home). Reporting to the Category and Shopper Insight Manager.

Working across a wide number of magazines and categories, this role requires excellent attention to detail and the ability to understand trends within data to generate conclusions and action. Working within the highly successful Category Management & Retail Marketing Team, the role will split focus between generating shopper insight from our internal and external data sources as well as providing Category support on the small retail multiples (SMR's). The weighting of the focus will depend on business needs at the time.

Key responsibilities will include:

- Provide insight utilising Tesco and Sainsburys loyalty card data that is actionable either through increased listings, new promotions, new products or retaining clients
- Constructing and running reports from our data sources. Generating shopper insight by utilising the available tools and data to deliver the agreed Category Management input / insight in support of Seymour and Frontline's needs
- Provide regular communication with Seymour and Frontline internal contacts and partner teams to support the achievement of title objectives as well as updating on progress and the opportunities that exist
- Report on the distribution share movements of Frontline, each Frontline Partner and our competitors.
- Upload any new ranges that come in on SMR's
- Review new ranges from SMR accounts and check they are in line with agreed share of distribution targets
- Assist in the building of ranges where required on SMR's

The successful candidate will be able to demonstrate the following skills:

- An understanding of retail and how magazines are sold through retail outlets
- Strong aptitude for analysis and interpretation of data. Capable to use data to answer questions
- Ownership and enthusiasm- you take responsibility for your workload, your output and constantly seek out new opportunities. You are motivated to hit your targets
- A high level of proficiency with Excel (at least intermediate)
- A good communicator and comfortable with presenting
- A logical and analytical mind with an aptitude for problem solving
- The ability to prioritise time in order to meet deadlines
- Deliver excellent customer service

If you feel you want to work in a dynamic and exciting environment, please send your CV along with a covering letter to: <https://app.smartrecruonline.com/p/job/Category-Executive-22471>

The deadline for applications is Wednesday 21st April.

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