

# From a job ad to a career as a Category Manager



## Category Manager Zug, Switzerland

Join Mars as an Associate and shape a more prosperous future - for your community, for the planet and for yourself. From the moment you come aboard you'll find endless opportunities to pursue your passions, take on new challenges and explore our diverse business. Work with great managers, supportive mentors and other Associates who will help you bring your ideas to life.

At Mars, your tomorrow starts today.

### A day in the life of a Category Manager

- Category knowledge Center: Provide Category-, Customer- and Shopper- Insights as decision-making basis to Sales-, Marketing- & Management Team e.g. Analyze category KPI's based on Nielsen and direct retail-shopper-data in terms of market-, category-, segment-, brand-, competition- & customer development
- External Category expertise: Inspire and convince Trade partners from a neutral

perspective for joint category growth plans and be their preferred knowledge-supplier e.g. Develop the category growth vision and establish it as anchor for all category optimization projects with trade partners

- Category Project Leadership: Steer multifunctional Category projects to optimize assortment-, shelf-, promotion- & direct-shopper-data usage at our trade partners

### What are we looking for?

- Master or Bachelor degree (Uni / FH) in Economics
- Minimum of 4 years of experience; 2 experiences in either Category Management, Key Account Management, Trade Marketing or Shopper Marketing in Switzerland
- Understanding of local trade structures and awareness of retail decision making process
- Knowledge of FMCG Brand development strategies, ability to work with Nielsen data
- High analytical skills
- Fluent in German and English

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