



JOB DESCRIPTION

CATEGORY MANAGER / SENIOR CATEGORY MANAGER

About Us

With years of experience in importing and distributing products from all corners of the globe, particularly the vibrant markets of the Far East and China, we've honed our expertise. Our brands cover everything from surf and skate to water sports, outdoor play, and toys, catering to diverse interests. While we specialize in providing affordable options, our commitment to cutting-edge design, quality, and value for money sets us apart. Behind every product is our dedicated in-house design and development team, constantly dreaming up fresh and innovative ideas. We believe that evolving our brands and products is key to our ongoing success. Our clientele includes independent retailers, wholesalers, buying groups, major chain stores, and an ever-expanding network of international distributors. Join us as we continue to spread the joy of leisure across the globe.

Job Role

As a Category Manager, you will be responsible for the commercial performance, product strategy and long-term development of our Outdoor Leisure & Lifestyle category.

You will work in partnership with one of the world's leading outdoor furniture manufacturers, acting as the voice of the UK and European market by providing market insight, identifying product opportunities and influencing the future development of products and innovations. You will also work with a wider network of manufacturing partners to develop complementary product ranges and build a market-leading category offering.

Working alongside dedicated Product Developers, you will define product briefs, develop category strategies, identify new sourcing opportunities and bring innovative products to market. You will have genuine influence over the products we develop, the suppliers we partner with and the future direction of one of our most exciting growth categories.

As the category expert, you will also play an important role in supporting our Commercial team. You will help communicate product features, market trends and category opportunities, assist with product presentations to key retail customers and provide the technical and commercial knowledge needed to help secure new business and strengthen customer relationships.

This role combines category strategy, product creation, supplier partnership, customer engagement and commercial ownership, offering the opportunity to make a significant impact on both the future of the category and the continued growth of Wilton Bradley.

What You'll Be Doing

- Act as the category expert for Outdoor Leisure & Lifestyle, providing product knowledge, commercial insight and strategic direction across the business
- Develop and execute category strategies, identifying product opportunities, defining range architecture and positioning products to drive sales growth, profitability and market share
- Analyse category performance, sales data and market trends to identify growth opportunities and shape future category direction
- Provide market feedback and consumer insight to manufacturing partners, influencing future product development and innovation



- Create and own product briefs for new development projects.
- Work closely with Product Developers, Designers and QA teams throughout the product development process
- Source innovative products and manufacturing partners globally whilst developing strategic supplier relationships and negotiating commercial agreements
- Contribute to long-term supplier strategy and category roadmaps
- Deliver category margin, profitability and commercial performance targets
- Analyse sales trends, forecasts and stock positions to develop purchasing strategies and purchase order proposals
- Take ownership of category stock investment and inventory health, ensuring appropriate availability whilst optimising stock turn and profitability
- Work closely with Commercial teams to balance availability, inventory risk and commercial performance
- Work closely with Sales teams to communicate product features, category trends and customer opportunities
- Support product presentations and customer meetings, helping showcase new products and category strategies to key retail partners
- Attend UK and international trade shows, supplier visits and sourcing trips
- Support the Buying Director and Product Director in shaping long-term category strategy, innovation roadmaps and strategic growth initiatives.
- Ensure adherence to Health & Safety guidelines and undertake any other duties required for the successful delivery of the role.

What We're Looking For

- Experience in buying, category management, product development, sourcing or a related commercial product role
- Significant experience within the camping, garden, beach or outdoor leisure sectors, with a strong understanding of product trends, customer requirements and market dynamics.
- Strong commercial awareness, analytical capability and ability to interpret sales and market data.
- Passion for consumer products and product innovation
- Excellent negotiation and supplier management skills
- Strong communication and relationship-building skills
- Strong Excel and IT skills
- Experience working with Far East suppliers would be advantageous

What Are You Like?

- Entrepreneurial and commercially minded
- Curious and passionate about products
- Creative thinker with strong product instincts
- Self-motivated and proactive
- Comfortable making decisions and taking ownership
- Strong problem solver
- Able to work independently and collaboratively
- Organised and capable of managing multiple priorities

Why Join Wilton Bradley?

- Opportunity to influence and create products, not simply purchase them
- Work within a creative and collaborative environment
- International travel opportunities
- Exposure to product development, sourcing and innovation
- Opportunity to grow within a successful and ambitious business



Benefits

The Wilton Bradley Group are a family-owned business committed to supporting our employees in both their professional and personal lives. We offer a range of benefits designed to enhance their well-being and work experience. Employees enjoy an exclusive discount of 40% off online products.

We also provide a competitive company pension with an annual salary exchange opportunity, sick pay, and enhanced maternity and paternity pay. With 33 days of annual holiday, our employees have ample time to recharge and spend with their loved ones. Additionally, we foster a vibrant workplace culture through annual company events and recognition such as long service awards. To promote health and sustainability, we offer a membership of the Healthshield cash back scheme, a Cycle-To-Work scheme after six months of service and provide free on-site parking. Our casual dress code encourages comfort and expression, while our comprehensive induction and training program ensures professional and personal development opportunities for all. Plus, employees can enjoy complimentary tea and coffee to fuel their day.

For more information, please contact Marianne Clark, Human Resource Assistant:
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