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|  | MOVIT AFRICA     |  | Document Number  |            |
|  |                  |  | MA/UG/PC/FOR/017 |            |
|  | JOB DESCRIPTION  |  | Ver. No.         | Rev. Date  |
|  |                  |  | 001              | 24/04/2027 |
|  | CATEGORY MANAGER |  | Page Number      |            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                       |                          |
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| <b>Function:</b><br>Commercial                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Job Title:</b><br>Category Manager                                                                 | <b>Job Grade:</b><br>N/A |
| <b>Department:</b> Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Duty Station:</b>                                                                                  | Kampala                  |
| <b>Line Manager:</b><br>Head of Corporate Affairs & Communications                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Supervises:</b><br>Category Specialist                                                             |                          |
| <b>Job Purpose:</b><br>The Category Manager is responsible for driving category growth by developing and executing strategic plans to increase brand share, visibility, and consumer loyalty. The role requires deep consumer insights, strong commercial acumen, and cross-functional coordination to deliver profitable and sustainable business outcomes.                                                                                                                                                                                                                                                                                                                                        |                                                                                                       |                          |
| <b><u>Internal Stakeholders</u></b><br><br>♦ Creative<br>♦ R&D<br>♦ Finance<br>♦ Sales & Distribution<br>♦ Quality Assurance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b><u>External stakeholders</u></b><br><br>♦ Customers<br>♦ Competitors<br>♦ Suppliers<br>♦ Investors |                          |
| <b>Functional Outputs/Activities per key performance area:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                       |                          |
| <b>Category Management &amp; Strategy</b> <ul style="list-style-type: none"><li>• Ensure brand positioning is clear, consistent, and distinctive while championing brand equity across subcategories.</li><li>• Utilize consumer and competitive data to guide category strategy, pricing, and innovation decisions.</li><li>• Support communication and advertising development aligned with brand values and category objectives.</li><li>• Lead development of category business plans and execution of growth initiatives, including new product development and packaging innovation.</li><li>• Ensure annual business plans are aggressive, focused, and implemented within budget.</li></ul> |                                                                                                       |                          |
| <b>Supplier &amp; Vendor Management</b> <ul style="list-style-type: none"><li>• Manage relationships with suppliers and negotiate terms, prices, and contracts.</li><li>• Collaborate with procurement to ensure timely product availability and cost efficiency.</li><li>• Monitor supplier performance and ensure compliance with company standards.</li></ul>                                                                                                                                                                                                                                                                                                                                    |                                                                                                       |                          |

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| <b>CATEGORY MANAGER</b> |                        | <b>Page Number</b> |                         |                  |
|                         |                        |                    |                         |                  |

### Sales & Financial Performance

- Monitor category sales, margin, and profitability against targets.
- Analyze sales data and prepare reports to inform decision-making.
- Identify and implement initiatives to improve category performance and reduce costs.

### Cross-Functional Collaboration

- Work closely with marketing, sales, supply chain, and finance teams to deliver category objectives.
- Coordinate promotional activities and product launches to maximize impact.
- Support inventory management and demand forecasting efforts.

### Quality Management

- Ensure all category products meet quality and safety standards.
- Monitor customer feedback and address complaints promptly.
- Collaborate with quality assurance and regulatory teams.
- Stay updated on industry regulations affecting the category.
- Implement corrective actions for any quality issues identified.

### Financial Management

- Preparation of the Category Department Budget as per the set guidelines
- Net Margin Accountability for subcategory
- Monitor and control the allocated budget

### Risk Management

- Identify risk due to change in Category Consumer Behaviour and trends.

### Compliance

- Ensure regulatory compliance in execution of activities across the Group.
- Ensure adherence to the Movit Group and In Country Policies and Procedures
- Prepare and submit Category reports.

### Minimum Qualification Requirements:

Bachelor's degree in marketing, Business Administration or related field. Post Graduate Diploma in Marketing. Master's degree in Business Administration is an added advantage. Marketing Professional certification desirable.

### Related Minimum Experience:

6 to 8 years relevant experience in FMCG Industry preferably in Sales, Brand and Category Management.

- Experience in marketing management, development and execution of advertising strategies and price and margin management are required.

### Behavioural

- Must be of unquestionable integrity, Honesty, Trustworthiness and Professionalism

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|  |                         |  |                         |                  |

### Leadership

- Must be a team player
- Must be a self-starter and have an appreciation of business growth and priorities.
- Strong Leadership potential to effectively drive a business agenda and operational coordination of activities.

### Knowledge.

- Advanced experience with MS Office.
- Solid experience in category Management

### Growth Potential:

- Successful candidate will be set up for cross functional growth to Head of Category Management

### Physical Requirements and Environmental Conditions

- Frequency of travel: Frequent travel is required for market visits and may require overnight stays.
- Light physical activities and efforts required working in an office environment.

### Job profile acknowledged by Employee

|       |           |       |
|-------|-----------|-------|
| _____ | _____     | _____ |
| Name  | Signature | Date  |

### Job profile approved by Line Manager

|          |           |       |
|----------|-----------|-------|
| _____    | _____     | _____ |
| Position | Signature | Date  |

### Job profile Sign-off by the People & Culture Personnel

|          |           |       |
|----------|-----------|-------|
| _____    | _____     | _____ |
| Position | Signature | Date  |