



Job Posting

Job Title: Category Manager
Status: Full Time
Reporting to: Director, Product Development
Location: Ottawa, ON

About Lee Valley:

Since 1978, Lee Valley has recognized that woodworking and gardening are not just hobbies, but are for many a lifestyle choice. Lee Valley Tools enjoys a proud 40-year history of providing high-quality woodworking, gardening, hobby, hardware, gift and seasonal merchandise to customers worldwide. Our customer service is renowned. We pride ourselves on providing quality in all products, whether developed and manufactured internally or sourced elsewhere.

A position at Lee Valley is more than just a job – we honor the time and dedication that our people give by providing sustained and meaningful employment and we strive to provide an environment where learning and development are encouraged.

Opportunity:

Lee Valley is seeking a Category Manager for a permanent/full-time opportunity. The prime objective of the Category Manager is to participate in the development of category strategies for the business unit consistent with determined marketing objectives, and executing on these strategies through new product development and existing content management. The incumbent is accountable for performance management of categories including inventory (new, existing and end of life), KPIs = Revenue, Margin, Margin, Turnover and Inventory.

Key Responsibilities:

- Works closely with the planner to review and align line budgets; must be agile in making decisions based on performance of sub-categories

- Conducts ongoing industry and competitive analyses related to assigned product categories
- Advocates category development and management strategies for competitive advantage, consistent with marketing objectives; conducts stock keeping unit (SKU)-level category reviews (rationalizing product lines, assortment planning)
- Plans and executes on end-of-life products
- Executes on planning through identification/sourcing/evaluation/advocacy of product offerings
- Gathers and communicates supporting intelligence as required for business case development: competition, freight, duty, comparator sales, surveys, testing, etc.
- Presents to senior leadership for final decision making on product/marketing recommendations and selections
- Collaborates with other departments on merchandising activities such as development of promotional copy, photographic presentations, as well as content selection and presentation of marketing materials
- Collaborates with planners to optimize inventory levels and category assortments by warehouse locations
- Advocates marketing direction for product category to support communicated line management strategies
- Ensures appropriate coordination, inter-departmentally on marketing initiatives related to categories for both new and existing products
- Communicates new product set up information to other functional areas
- Develops packaging and instructional content in support of new product introductions
- Responsible for vendor contracts, compliance matters and costing at the SKU level
- Responsible for Quality Control resolution

Knowledge and Skills:

- 3-year college diploma or 1-2 years of college plus additional specialized training
- 4-6 years of category management in a retail environment with demonstrated project management, customer service, research or analytics experience
- Ability to evaluate a product and develop an appropriate business case
- Strong product marketing skills
- Highly organized with the ability to multi-task and prioritize effectively
- Possess strong communication skills
- Self-driven
- Strong organizational skills and ability to manage multiple deadlines
- Strong negotiation skills
- Teamwork and collaboration
- Ability to develop and maintain strong cross-functional relationships
- Additionally, and importantly, candidates must have a solid technical grounding in at least one of our business lines. For example, are you a trained or experienced woodworker; have expert knowledge and experience with power tools with product

knowledge of Festool; are a master gardener or consider yourself to have excellent horticultural skills?

Interested in joining the Lee Valley Team?

[Apply online with ADP](#)