

Job Description



Job Title:	Category Manager – Training Academy and Services
Reports to:	Strategic Procurement Manager
Grade:	Grade 12
Date:	April 2024

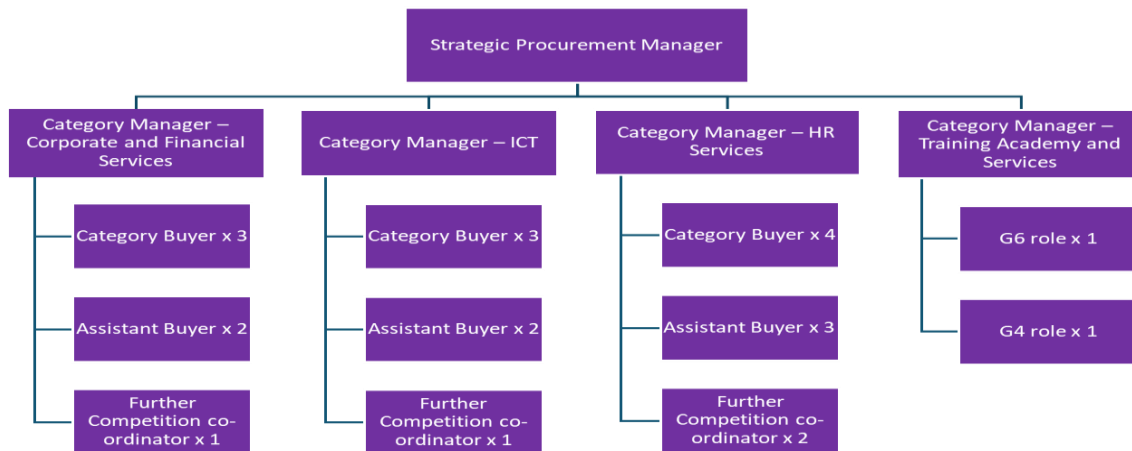
1. Job Purpose

To develop YPO’s Training Academy offering professional development in areas including procurement, commercial skills, category strategy and management, contract management. Delivering training to external and internal customers.

To re-design current categories developing a multi-disciplinary Training portfolio(s) taking into consideration use of digital platforms and digital tools.

Work closely with Strategic Procurement Manager to develop short and long-term category strategies and plans to drive business opportunities into new and existing markets in line with YPO’s business objectives.

2. Organisational Structure



3. Dimensions

Boosting the commercial and procurement capability of the public sector is at the heart of the Government's National Procurement Policy Statement. The Training Academy and wider training portfolio will support development of public procurement and commercial capability internally and externally.

The Category Manager will work closely with the Strategic Procurement Manager to develop and implement large-scale training managed services and state-of-the-art learning experience platforms.

The Category Manager will be responsible for developing the operational category strategy, based on the needs of our current and potential customers and supporting action plans.

4. Principal Accountabilities

Commercial

- Design, develop and deliver 3/5-year Category strategy and plan in conjunction with Strategic Procurement Manager to ensure it aligns with YPO's purpose and business objectives.
- Embed total cost of ownership and ensure the portfolio delivers annual rebate and revenue targets.
- Undertake extensive market research and develop data-driven, evidence-based insights to make informed category decisions.
- Assess and capture category's risks.
- Undertake such other duties as may be required from time to time that reasonably fall within the scope and grade of the post.
- Grow procurement professionals of the future for the benefit of YPO customers.
- Work with the consultancy team to provide capability assessments and development plans.
- Build external partnerships to enable joined-up training solutions to benefit all parties.

Procurement excellence

- Development of the Procurement Academy training portfolio.
- Ensure YPO's procurement process is followed, all procurements are delivered on time in line with forecasted timescales.
- Keep up to date with information, training, and development opportunities appropriate to maintaining and developing professional service standards.

Market intelligence

- Research and analyse the market using well-known procurement tools including but not limited to PESTLE, SWOT, Porter's five forces, Kraljic matrix, Ansoff matrix.
- Analyse and assess competitor offerings to identify unique selling points of the category proposition.
- Ensure measures are being taken to understand suppliers and customers' key drivers including but not limited to cost savings, value for money, sustainability, digital skills and quality.

Customer engagement and marketing

- Analyse and assess customer trends and requirements to identify proposition and value creation, opportunities for business growth while considering YPO's overall business objectives.
- Design and implement an annual customer and marketing engagement plan, with support from the Marketing Team.
- Ensure customer engagement is captured in the CRM system and its performance is measured against agreed targets and KPIs.

- Understand customer expectations and experience to continually improve the Procurement Academy.
- Build and maintain current customer relationships and attract new customers to use the Category services and procurement solutions.
- Identify opportunities for providing other YPO products and services to the training customers and share with the relevant teams.
- Liaise with other Public Sector bodies and external stakeholders to ensure that YPO continues to be involved in and shape the emerging public agenda on category projects.

Supplier engagement and relationship management

- Analyse and assess the supply market and suppliers' capabilities to identify key training delivery partners and the appropriate procurement model for the Category portfolio.
- Ensure effective supplier relationship management is in place that is based on an open and honest communication, transparency, and mutual goals.
- Ensure regular review meetings with suppliers take place to review contractual KPIs, marketing, spend and commercial outcomes and joint marketing solutions.
- Build relationships with suppliers, ensure their support and involve them in Category marketing and customer engagement activities.

Team management

- Manage individual team members' performance by ensuring roles and responsibilities are provided for all members and all are appropriately trained.
- Ensure people management is in line with relevant legislation, YPO objectives and policies including those relating to Equality and Diversity, Customer Care and Health and Safety.
- Work co-operatively with colleagues to ensure that the function operates consistently and effectively in the implementation and application of all departmental procedures and policies.

5. Planning and Organising

- Full buying responsibility for the given category, including contracting.
- Extensive cross-functional planning particularly with Marketing.
- Continuous detailed analysis and monitoring to track performance against defined objectives.
- Contribute to in-year business plans and future procurement strategies, ensuring cohesive and sustainable procurement and business activity is delivered to meet the needs of YPO customers and assist with strategic planning for Procurement Services and the wider YPO business.

6. Decision Making

- Extensive decision-making regarding service development to meet medium and long-term procurement goals to ensure customer needs are met.
- There will be a mix of decision-types - from judgement based to precedent/procedure based – and there will be considerable autonomy by the post holder to make such decisions.
- Any decisions impacting upon the strategic plan would be escalated to the Strategic Procurement Manager.

7. Internal and External Relationships

- Customers representing the wider public sector at all levels of seniority including, but not limited to, Local Authorities, Emergency Services, Government Departments, Educational Establishments, other Purchasing Consortia and Third sector.
- Senior Officers within YPO.
- Extensive external relationships with suppliers and trade bodies.
- Internal relationships, contracts and operations, sales, customer services and marketing.
- Partnership initiatives with organisations serving the public sector and representatives of private sector organisations.

8. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
Knowledge			
Full member or studying towards being a member of the Chartered Institute of Purchasing and Supply (CIPS) or appropriate professional institute e.g. ACCM etc.	x		A
In depth understanding of public sector purchasing legislation and the current social, economic, legislative and political environment in which they operate.	x		A
Commercial knowledge including the sales, margin, profit and loss accounts of categories and the commercial levers to affect change and deliver success.	x		A&I
Knowledge of the Category, procuring complex needs and understanding of the challenges that are faced by the sector.	x		A
Skills			
Customer focused team player with strong judgement and decision-making abilities with excellent communication and interpersonal skills.	x		A&I
Ability to build and maintain effective relationships with colleagues, senior managers, category team, key partners, service providers, stakeholders and YPO customers.	x		A&I
Ability to develop and implement effective systems of performance management and measurement.	x		A&I
Strong contract drafting, negotiation and associated risk management skills.	x		A&I
Skilled in developing a customer-focused solution that has commercial benefits for YPO.	x		A&I

Demonstrates strong commercial and creative thinking: understands how actions impact the wider business; considers commercial aspects of the decision; drives change and innovation.	X		A&I
Demonstrates strong planning, time management and performance reporting skills.	X		A&I
Demonstrates strong business acumen: ability to undertake financial analysis, market trends analysis and ability to use data to inform decision making.	X		A&I
Experience			
Evidence of high-level performance and achievement in a large complex organisation.	X		A&I
Demonstrate a track record of managing and delivering full end-to-end collaborative frameworks (or similar) that deliver successful outcomes.	X		A&I
Experience of specific category management processes in different areas of the public sector.		X	A&I

9. Special Features

The post will require someone with a high degree of innovation, motivation, and management skills to ensure that the services are developed and managed to the required standard.

Jobholder Signature:

Manager Signature:

Date: