AUSTRALIAN VINTAGE

Category Manager

Ever stood in the wine aisle and wondered why shoppers reach for one bottle over the hundreds of others? If you can answer that with data, and then convince a retailer to act on it, we'd love to hear from you.

About Australian Vintage:

At Australian Vintage we create wines that delight and inspire consumers around the world. With a strong winemaking heritage and a portfolio of recognised brands including McGuigan, Tempus Two, Nepenthe, Barossa Valley Wine Co, Lemsecco and Poco Vino, our products are enjoyed in more than 40 countries.

Consumer-led innovation is at the heart of our approach, from emerging varietals and NoLo wines to RTDs and new packaging formats that respond to changing tastes and drinking occasions.

We're committed to making good wine that truly is good, guided by our sustainability pillars of Thriving People, Nature Nurture and Meaningful Growth, and a focus on creating a positive impact for people and planet.

The role

We've invested in some great retailer data, including Quantium, and we want someone to take real ownership of it. You'll turn shopper and market data into insights that shape our retailer JBPs, range reviews, innovation pipeline and portfolio decisions.

You'll be AV's category voice with our key retail partners, presenting at range reviews and planning days and building our reputation as a partner retailers want to work with. Internally, you'll work closely with Sales, Marketing and Innovation, supporting our teams across Australia, Asia and the US with the insights they need to drive growth and identify new opportunities.

Day to day, you'll be:

- Owning our retailer and market data, making sure it's used in decisions, not just reports
- Building category stories for JBPs, range reviews and innovation sell-in
- Spotting trends and gaps in the market and sizing opportunities for new products
- Recommending pricing, promotion and range changes, and tracking how they perform
- Reviewing new product launches to understand performance and identify learnings
- Keeping an eye on competitors and advising on how we respond
- Reporting on category performance, risks and opportunities to senior leadership
- Setting up dashboards and tools so Sales and Marketing can find answers themselves

About you

You've spent a good chunk of your career in category management, shopper insights or a similar commercial role in FMCG, ideally in Australian liquor or wine. You've worked closely with major Australian retailers on category strategies, JBPs and range reviews, and you know your way around Quantium, Circana or NielsenIQ.

Most importantly, you can take a complicated set of numbers and turn it into a clear recommendation that people act on. You're confident in a room with senior stakeholders, have strong commercial acumen, and are comfortable managing multiple priorities. You're strong in Excel and PowerPoint, and Power BI is a bonus.

What's in it for you?

We're proud to offer a strong benefits package that we know can make a big difference to work life and life outside of work.

- 26 weeks paid primary carer parental leave
- Birthday leave, loyalty leave and volunteer days

- Work from Anywhere and flexible working
- An annual product allowance (it's a wine company, after all)
- Study support, sabbaticals and the option to buy extra annual leave
- Mental health and wellbeing support
- Super continued during paid and unpaid parental leave

Got opinions about what belongs at eye level? We'd love to hear from you. Apply now!

To learn more about Australian Vintage visit https://www.australianvintage.com.au/ or specifically, our impact at https://australianvintage.com.au/impact/.