



ROLE PROFILE

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| Job Title | Designer (Fashion) | Reports To | Design Manager | Location | Vicar Lane |
| Date Updated: | April 2021 | Department | B&M | Grade | M4 |
| Purpose: To design and create fashion products to appeal to our target customer, increase sales and reduce level of returns. | | | | | |
| Main Accountabilities | | Key Performance Indicators | Skills & Experience | Competencies | |
| <ul style="list-style-type: none">Design to the required brief and curate and develop commercial ranges in line with our target customer.Work with the design team to pull together seasonal trends and colour palettes.Conduct high street competitor research and shop reports.Participate in range reviews with the buyers.Work closely with the buying team on product development and evolution of the range.Work closely with the print designer to ensure the ranges have the correct print balance.To be committed to the fair treatment of customers at all timesTo comply with FCA regulations, where applicableDemonstrate behaviours in line with our Company valuesTo take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work | | <ul style="list-style-type: none">Customer propositionSalesReturnsFull price sell thorough | <ul style="list-style-type: none">Fashion design degree or equivalentProven experience of designing in a Retail and/or Mail Order environment, in order to meet the Company’s targetsHigh level range planning skillsBroad related product experienceAbility to influence and guide the buying teamProven influencing and negotiation skillsAbility to work through rapid change and at paceExcellent presentation skillsAbility to work under pressureCommerciality and sound judgement | <ul style="list-style-type: none">Results FocusCustomer FocusCommunicationManaging Self and OthersNegotiating and InfluencingTeamworkTechnical SkillPlanning and PrioritisationBusiness ImprovementJudgement and Decision Making | |
| Dimensions: Reports into Design Manager. Works closely with buying and QA teams. | | | | | |

Customer First

Integrity

Together

Innovation

Fair