



## Role Profile

<b>Job Title</b>	Designer - fashion	<b>Reports To</b>	Design Manager	<b>Location</b>	Bradford
<b>Job Code</b>	KAL0011	<b>Grade</b>	M4		
<b>Date Created / Updated</b>	August 2021	<b>Department</b>	Buying and Merchandising		

<b>Purpose:</b> To design and create fashion products to appeal to our target customer, increase sales and reduce level of returns.	
<b>Your Role Accountabilities</b>	<b>Skills &amp; Experience</b>
<ul style="list-style-type: none"> <li>• Design to the required brief and curate and develop commercial ranges in line with our target customer.</li> <li>• Work with the design team to pull together seasonal trends and colour palettes.</li> <li>• Conduct high street competitor research and shop reports.</li> <li>• Participate in range reviews with the buyers.</li> <li>• Work closely with the buying team and product development and evolution of the range.</li> <li>• Work closely with the print designer to ensure the ranges have the correct print balance.</li> <li>• To be committed to the fair treatment of customers at all times.</li> <li>• Ensure compliance with all applicable UK and local regulations, Company Policies and FCA Conduct Rules.</li> <li>• Demonstrate behaviours in line with our Company values.</li> <li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work.</li> </ul>	<ul style="list-style-type: none"> <li>• Fashion design degree or equivalent</li> <li>• Proven experience of designing in a Retail and/or Mail Order environment, in order to meet the Company's targets</li> <li>• High level range planning skills</li> <li>• Broad related product experience</li> <li>• Ability to influence and guide the buying team</li> <li>• Proven influencing and negotiation skills</li> <li>• Ability to work through rapid change</li> <li>• Excellent presentation skills</li> <li>• Ability to work under pressure</li> <li>• Commerciality and sound judgement</li> <li>• Proficient in Photoshop/and or illustrator.</li> </ul>