

### ROLE PROFILE

<b>Job Title</b>	Buyer – FLA002-1	<b>Reports To</b>	Head of Buying	<b>Location</b>	Bradford
<b>Date Created:</b>	January 2021	<b>Department</b>	B&M	<b>Grade/Band</b>	M3

**Purpose:** To develop and deliver a departmental product range, focussing on gifting, which satisfies customer requirements and delivers the core values and attributes of the Brand; manage a product team to meet current and future sales, margin and stock targets within budget.

<b>Main Accountabilities</b>	<b>Key Performance Indicators</b>	<b>Skills &amp; Experience</b>	<b>Competencies</b>
<ul style="list-style-type: none"> <li>Manage and develop the supply base to support the execution of a sourcing strategy which balances the opportunity for maximising margin and the need for flexibility in response to changing customer and market needs, to ensure that profit and service are potentialised and overstocks minimised</li> <li>Propose and develop seasonal departmental product strategies which take account of product performance, customer requirements, marketing plans and current and future market &amp; fashion trends</li> <li>In conjunction with the Head of Buying, develop, review and gain agreement for the department strategy and targets for each product area to achieve sales and profit plans.</li> <li>Work with Merchandiser, Marketing and E-Commerce to develop a critical path and ensure all key milestones are met</li> <li>Agree with Head of Buying the sales targets from 'Open to Buy' and range reviews. Agree range plan, stock flow, margins and prices with Merchandiser to ensure smooth flow of the right stock at the right time</li> <li>Constantly maintain a thorough market knowledge and awareness of changes in competitor ranges and strategies, ensuring that a commercial range is delivered and appropriate to the profile of the target customer</li> <li>Plan and execute departmental KPI's and ensure appropriate tracking and controls are in place to meet budget and targets</li> <li>Work with current and new suppliers to ensure all financial targets are achieved, negotiating from cost price through to payment terms, whilst having a full understanding of the</li> </ul>	<ul style="list-style-type: none"> <li>Sales vs plan</li> <li>Service Level %</li> <li>Returns Rate %</li> <li>Intake margin %</li> <li>Customer perception of value for money (quality vs price)</li> <li>Customer perception of Fashionability</li> <li>Supplier performance</li> <li>Every PR opportunity is exploited</li> <li>Marketing, E-Commerce &amp; PR are up-to-date with product updates and performance</li> </ul>	<ul style="list-style-type: none"> <li>Proven experience at Buyer level in a Retail environment, particularly working with brands</li> <li>Experience of buying gifts, is essential</li> <li>Experience of working with Internet trading is essential</li> <li>High level range planning and range building skills</li> <li>Overseas sourcing experience where applicable</li> <li>Related product and competitor product knowledge and experience, or skills easily transferable to the specific product area. This includes experience of researching and evaluating all product and market trends, competitor activity, understanding of customers' changing requirements, improving perceived product quality, anticipating and planning for gaps in ranges</li> <li>A good understanding of commercials is very important with the ability to accurately judge cost and selling prices on seeing products, predict sales potential of a product and understand target customers' buying</li> </ul>	<ul style="list-style-type: none"> <li>Customer Focus</li> <li>Negotiating and Influencing</li> <li>Results Focus</li> <li>Managing Self and Others</li> <li>Teamwork</li> <li>Communication</li> </ul>

<p>implications each of these has on the business</p> <ul style="list-style-type: none"> <li>• In conjunction with QA, ensure that all products meet the standards of quality (functionability and consistency), Legal and Safety, whilst ensuring orders are placed on time and within the agreed critical path</li> <li>• Work with Marketing to develop seasonally relevant product &amp; trend themes for paper comms and source appropriate product for each piece</li> <li>• As the Brand's Product Expert, make recommendations to Marketing and E-commerce on products that should be featured in editorial content / emails / promotions</li> <li>• Ensure all PR opportunities are exploited through effective management of samples</li> <li>• Ensure all products have appropriate cross-sells / accessories to increase basket values and to support the brand's objective of selling whole outfits</li> <li>• Agree objectives with direct reports, manage their performance and provide advice and guidance so they can work effectively and develop within their roles</li> <li>• Demonstrate behaviours in line with our Company values</li> <li>• To comply with FCA regulations, where applicable</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> <li>• To be committed to the fair treatment of customers at all time.</li> </ul>		<p>behaviour</p> <ul style="list-style-type: none"> <li>• Having the ability to adapt to different customer requirements</li> <li>• Proven negotiation skills, with experience of managing a supplier base as well as sourcing new suppliers</li> <li>• A positive, confident and proactive attitude</li> <li>• Ability to adapt to rapid change</li> <li>• High level influencing and communication skills</li> <li>• Strong people management and development skills</li> </ul>	
<p><b>Dimensions:</b> Reports to Head of Buying. Working closely with Merchandising and Marketing. Line management responsibility for 1 x Assistant Buyer and 1 Clerical Assistant</p>			