
Purpose: Devising and delivering a retail strategy, ensuring optimal performance and over achievement where possible. Leading a team to drive buying decisions which develop the sales and profitability of the business, taking into account market, qualitative and commercial factors ensuring they enable the growth and transformation of Toolstation.

Reporting Line: Commercial Director - Toolstation

The role:

➤ **Leading & Developing a High Performing Team**

- Providing leadership to a team of Buyers to ensure they work collaboratively, utilising initiative and sharing knowledge that delivers your vision and achieves all company and area KPIs
- Developing a motivated team with a clear view of their own personal development which enables them to drive their categories inline with the wider business strategy
- Investing in the team, identify opportunities to upskill through coaching and objective setting, ensuring the team are engaged and clear of their role and accountabilities
- Identifying and setting a standard of excellence and best practices for Buyers to strive for
- Quickly identifying underlying performance issues and acting quickly to adjust priorities

➤ **Driving Results**

- Coaching the team to ensure we react to trade on an ongoing basis to maximise sales and limit risk to the business
- Working with your team to ensure their categories are evolving in line with customer needs, wants and behaviours to retain a competitive advantage and stay at the forefront of market performance
- Responsible for ensuring that products reflect the brand strategy and that range development across your teams categories are without gaps
- Responsible for developing and maintaining an in-depth, customer focused knowledge of the market and trends within the team
- Overarching accountability for sales and margin and commercial performance of your teams categories
- Identifying opportunities to develop own brand proposition, including own brand packaging
- Improving the value perception in the business through range development and targeted retail price investment

➤ **Building Relationships**

- Building and maintaining effective and collaborative relationships with key stakeholders including ecommerce, supply chain, marketing and retail ops.
- Working closely with suppliers, building long term sustainable business plans to ensure optimal commercial return and exclusivity where appropriate

Experience:

- Extensive expertise and experience leading a Buying team in an FMCG environment with the ability to prove you can increase commercial performance for a multi-channel customer centric business
- Exceptional leadership skills with the ability to develop and communicate a mission & vision that inspires and motivates colleagues to deliver
- Proven collaborative, forward thinking, and future focused approach

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- Experienced and comfortable making decisions on incomplete information
 - Demonstrable experience thriving in rapidly changing situations and dealing well with ambiguity
 - Proven experience scaling categories and taking incremental steps to achieve the vision in a growth business.
 - Prior experience adding discipline and structure without negatively impacting the company culture
 - Proven ability to drive sales growth constant pursuit of opportunities to stay ahead of the market, customer and competition
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Core Strengths:

- **Commerciality** – Makes timely, winning decisions to generate value. Holds a winning mentality.
 - **Customer Centric** – Puts the customer and colleague at the heart of what they do, creating and driving mutual value. Relentlessly focused on delivering service excellence and making things easy to connect customers and suppliers.
 - **Change Agility** - Thrives in rapidly changing situations and deals well with ambiguity – problem solving at pace. Welcoming, embracing and landing change for the benefit of the customers and colleagues. Ensures we are fit for today and the future, continuously transforming, adapting and changing.
 - **Data and Technology Enabled** – Utilises data skillfully to drive value. Has a prevailing mindset of horizon scanning and innovation. Develops highly capable colleagues to use data insight and drive value.
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Leadership Characteristics:

- **Intentionally Collaborative** – Believes strength is greater as a team. Genuinely interested in other people's ideas. Believes that 'difference' makes a better business. Develops a culture where collaboration is the expected way of working.
- **Leads as themselves**- Down to earth with a value of honesty. Humbly leads as themselves with resilience and self-awareness asking the right questions of themselves to learn from their mistakes.
- **Connects people** – Builds relationships at all levels, connecting with people across teams, other businesses and functions. Uses this to build capability for competitive advantage.
- **Leads people through change** - Is visible and approachable, developing people to be great and put customers at the heart of everything they do.
- **Creative and Innovative** - Uses their creative and innovative thinking and intimate knowledge of our customers to drive sales. Flexible, fluid and adaptive with the belief that knowledge is power when shared.
- **Solves problems at pace:** Thrives in rapidly changing situations, deals well with ambiguity and makes decisions on incomplete info. Can create order out of chaos. Takes a longer term and group wide view. Considers risk and impact. Collaborates to increase our share of current and future customer wallet.
- **Entrepreneurial:** Takes risks and learns fast. Drives change and innovation, constantly pursuing opportunities to drive sales growth. Stays ahead of the market, customer and competition so they can outmanoeuvre them.
- **Solutions focused:** Is bold, experiments small and scales up fast. Relentless in their execution they deliver outcomes at pace with reliability to improve performance.