

**Role Purpose:** The purpose of this role is to deliver a market leading range of products across a specified category/categories optimising ranges to grow sales and margin to ensure a competitive edge. Responsible for executing a profitable sourcing and selection strategy within a specific category/category alongside the Category Manager.

<b>Function / Business Unit:</b> Buying	<b>Location:</b> Head Office or Home based
<b>Reporting Line:</b> Buyer/Category Manager	<b>Budget Responsibility:</b> N/A
<b>Team Management:</b> N/A	
<b>Key Accountabilities / Responsibilities:</b> <ul style="list-style-type: none"> <li>• Undertaking regular reviews of given categories to optimise ranges in order to grow sales and margin</li> <li>• Understand the needs of the customer, develop and build range and promotional plans that meet the goals and objectives of the business through product leadership and becoming a category expert</li> <li>• Effectively review all promotional activity; implementing learnings to improve promotional and margin performance</li> <li>• Support the Category Manager in identifying own brand areas for development</li> <li>• Effectively manage product ranges in line with critical paths to all teams in the business</li> <li>• Work to know and understand the relevant customer/retail market and the category performance within that – understanding key market trends</li> <li>• Achieve optimum cost through challenging negotiations, superb supplier management and identification of the most effective sourcing routes</li> <li>• Effectively implement pricing, promotional and ranging strategies</li> <li>• Conducting financial analysis of commercial opportunities to surpass targets and increase profitability</li> <li>• Effectively develop and maintain continuous engagement with all suppliers making sure performance and customer service are key considerations</li> <li>• Monitor and review margin achievement through the retail pricing of products.</li> <li>• To work with the marketing team to provide robust, clear promotional calendar to support key trading periods</li> </ul>	<b>Required Skills &amp; Experience:</b> <ul style="list-style-type: none"> <li>• Previous product category management &amp; buying experience in either a trade, DIY or homeware environment</li> <li>• Demonstrable ability to engage and influence key stakeholders</li> <li>• Proven experience of spotting opportunities using product and consumer knowledge as well as market awareness</li> <li>• Analytical skills to monitor and measure sales results and adjust product ranges to ensure sales targets and margins are achieved.</li> <li>• Excellent working knowledge of Word, PowerPoint and Excel</li> <li>• Numerate with experience of managing costs and budgets</li> </ul> <b>Behaviours:</b> <ul style="list-style-type: none"> <li>• <b>Detail orientated</b> - Thorough and accurate on all areas when working on a task. Performs tasks with care; is thorough. Makes few if any errors.</li> <li>• <b>Communication</b> -- A persuasive communicator with the ability to generate a high level of commitment from others. Both open and credible, adapts with the situation/culture</li> <li>• <b>Drive and motivation</b> - Pursues everything with energy, drive and a need to finish. Can be counted on to exceed goals. Seizes more opportunities than others Dependably achieves what he or she sets out to do, and expects others to do likewise</li> <li>• <b>Analytical</b> – Goes beyond analysing factual information/data to develop a conceptual understanding of the meaning of a range of information. Notices when data appears wrong or incomplete or needs verification recommendations.</li> </ul>

- Obtaining market insight and competitor intelligence on existing and forthcoming products to support the company growth strategy.
- Negotiating and manage pricing, rebates and other trading terms to drive the high performance of suppliers, to ensure budgets, sales and margins are achieved
- Identify opportunities to improve margin by identifying new sources of supply from either the existing approved supply base or where necessary opening up new sources, completing the vendor due diligence process where necessary
- Conduct competitor analysis, review marketing intelligence and competitor's marketing activity in regard to range, pricing and propositions to ensure competitiveness on a monthly basis.
- Work closely with Catalogue Production, Ecommerce and Marketing teams to ensure clear and coherent implementation of range and promotional activity across all the omni channel platforms

- **Problem Solving** - Generates solutions, taking into consideration relevant factors. Identifies options for solving a problem and evaluates the relative strengths and weaknesses of each option. Take decision based on high level approach.
- **Teamwork and collaboration** – Develop strong cross functional relationships. Recognises the dependencies across different functions in order to drive business success
- **Resilience** - Has relentless determination to achieve results despite challenges and the ability to coach their teams to help them work successfully and deliver in challenging situations. Takes responsibility, acts with courage, shows resilience, learns from mistake. Can provides clarity for others.
- **Decision making** - Balances analysis, wisdom, experience and perspective when making decisions. Balances risk and opportunity equally. Thinks clearly and strategically under pressure. Quickly sizes up multiple situations and complex problems and makes excellent, timely decisions