

DIRECT WINES

Direct Wines Role Profile	
Position Title	Merchandiser
Reports To	Head of Range
Overall Job Purpose	To create attractive and commercial offers to meet briefs, targets and deadlines for Laithwaite's UK. To manage ranges, achieve planned sales and margin targets and maximise stock availability. This is a great opportunity to learn (and enhance) commercial skills in a fast-paced, wine-centric department at the centre of the Laithwaite's business.
Key Responsibilities	<ul style="list-style-type: none"> • To devise appealing and effective wine offers for promotional slots. Working closely with Marketing and Creative to ensure they meet their full potential in terms of revenue and margin. • To maintain and manage wine ranges. Working closely with the Buying team to ensure SKU count targets are met but excitement and freshness is frequently introduced. • To utilise key information such as reviews and favourites/Zulu data to create offers our customers will love. • To work closely with the new Gifts team to ensure exciting new products are sourced, priced correctly to maintain sales and margin and they available at key times. • To ensure any under or over stocked situations are resolved as quickly and effectively as possible to meet or exceed service and profit goals.
Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • Educated to at least 'A' level standard • Wine Knowledge • Excel, Word and Outlook skills <p>Preferred</p> <ul style="list-style-type: none"> • Educated to degree standard or equivalent • WSET Advanced Certificate but a willingness to learn essential.
Experience	<p>Preferred</p> <ul style="list-style-type: none"> • Merchandising/planning experience • A good understanding of our current wine range • Knowledge of AX

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Personal Qualities and Skills

- Excellent attention to detail
- Commercially minded
- The aptitude to grasp new processes and systems quickly
- Logical and methodical decision making skills
- Enthusiastic with bags of initiative and common sense
- Strong interpersonal skills
- Creative and flexible

Reviewed

July 2019