

MERCHANDISER

Department	eCommerce
Location	Wellington Mill, Manchester
Reports to	eCommerce Executive / Managing Director

Job Summary

Supports the merchandising function for the business in order to ensure that all relevant stakeholders have accurate data which can directly, proactively and consistently inform decisions relating to maximising profitability and contributing to overall business strategy and growth.

Responsible for the look and feel of how styles are presented to the PLT customers on the website, both through our online categories and features. Ensures that our site product content is visually consistent and engaging.

Working closely with the Buying, Marketing and Studio Teams to ensure that PLT priority styles are presented effectively to the customers and ensure that we balance visual requirements with KPI stock requirements.

This role requires strong trend awareness to develop looks from the PLT range to ensure we are reflecting customer buying trends and competing effectively with our high street and online competitors.

- Presenting merchandise in an orderly, understandable and inspirational way to maximise conversion.
- Making it easier for the customer to locate the desired category and merchandise.
- Informing about the latest fashion trends by highlighting them at strategic locations.

This role will also be support for the eCommerce Publisher and will assist with publishing new styles in times of transition, sickness and annual leave.

Tasks, Duties and Responsibilities

General

- Responsible for trading all of our onsite categories by ensuring the first few pages are merchandised to meet requirements, commercial KPIs are met and conversion is maximised.
- Competitor awareness, both on and offline – providing a regular report to the business on what's happening on the high street, reporting on trends and trading conditions.
- Develop close working relationships with marketing and buying to ensure that all business priorities are met, and that all communication between the teams is regular and productive.

Financial

- Using data to optimise the sales volume and profitability of all designated product areas.
- Reviews sales forecasts based on performance.
- Analyses and monitors best and worst sellers and makes informed recommendations for action.
- Recommends promotions and re-buys as necessary.
- Monitors and maintains buying margin and gross profit margins as requested.
- Ensures that best sellers reach their full potential.
- Supplies the Buying Team with necessary data to enable informed decisions and planning.

Processes and Department Development

- Is aware of current and emerging best practice within merchandising/buying and makes recommendations to the eCommerce Supervisor.

Communication and Relationship Building

- Builds effective and open relationships with all members of the buying and merchandising team, based on reliable, accurate and relevant data.
- Ensures productive relationships between the merchandising function and all other business areas to ensure goals are achieved, specifically the Warehouse, Stock and Buying.
- Delivers key information at the right time, to the right people, and presents when necessary at high level meetings as requested by the Managing Director and in the absence of the eCommerce Supervisor.

Health and Safety

- Fully understands the fire, emergency and health and safety procedures of the workplace.
- Ensures that all potential and real hazards are taken care of immediately, and are reported appropriately.
- Works in a safe and responsible manner, within the framework of legislation and workplace policies.

Miscellaneous

- Is an ambassador for the brand.
- Attends training, meetings and other events as requested by direct manager or senior management.
- Assists colleagues by completing tasks outside of own job role when requested, including supporting associated companies.
- Maintains own working area in a professional and organised manner.
- Always strives to improve the department's operation and increase knowledge of own and related job functions.

Due to the evolving nature of our organisation, this job description is not exhaustive. While this job description will be reviewed and updated periodically, the job holder may from time to time be required to carry out tasks which are not detailed in this document.