

<b>Position Title</b>	Laithwaite's Management Graduate
<b>Reports To</b>	Operations Director
<b>Overall Job Purpose</b>	To work on a wide range of projects across commercial and operational teams focused on understanding and improving business processes within Marketing, Merchandising, Digital, Operations, Direct sales and Customer Services. This role will help you develop strong business acumen and key commercial competencies. Additionally, you will be expected to build constructive relationships across the business to leverage synergies and create a cross functional network.
<b>Key Responsibilities</b>	<p><b>Marketing Campaign Management</b></p> <ul style="list-style-type: none"> <li>• Supporting the team on a range of projects such as campaign launches, digital, sales enablement, content production, marketing research, internal communications and data.</li> <li>• Working closely with Merchandising and Marketing teams to ensure budget expectations are achievable.</li> <li>• Analysing weekly performance reporting on sales, results and activity to support the development of strategy for future campaigns</li> <li>• Working in partnership with Merchandising and Creative teams in order to establish product trends and requirements by segment and providing the campaign marketing team with the associated recommendations for implementation</li> </ul> <p><b>Digital Channels</b></p> <ul style="list-style-type: none"> <li>• To work with the team to maximise quality recruits through the Laithwaite's Wine, Sunday Times Wine Club, Telegraph Wine Club, Averys and BA websites via the most profitable routes</li> <li>• Keep up to date with the latest advances in the industry and identify new opportunities</li> <li>• To understand and support the implementation of digital strategies including; PPC, Social Media and Affiliate</li> </ul> <p><b>Logistics</b></p> <ul style="list-style-type: none"> <li>• Supporting all areas of Logistics to include Inbound Supply Chain, Warehouse Operation, Customer Delivery Management, Packaging and Health and Safety. This will involve occasional shift and weekend work.</li> <li>• Understanding the importance of Health and Safety within Logistics and helping to continue to deliver and improve on the Health and Safety culture</li> <li>• Working in partnership with our suppliers to build honest and productive relationships to deliver efficiencies across all logistics function suppliers, such as; agency staff providers; equipment providers; parcel carriers; packaging manufacturers and inbound shipping forwarders</li> </ul>

- To understand budgetary responsibilities across each of these logistics areas and monitor ongoing P&L impact
- To understand all areas of operation in order to identify improvements and make suggestions of innovation helping to deliver cost savings or service enhancements
- To attend inter departmental meetings to understand the business partnerships between key areas such as marketing, merchandising, IT, Finance and their impact on Operations.

### **Merchandising**

- Planning range architecture by country of origin, style and price
- Working closely with buyers to select the right wines for our business
- Pricing strategy and elasticities
- Promotional planning for all activities including digital, print and subscriptions
- Demand forecasting and margin planning to achieve budget expectations
- Utilising key information such as past results and awareness of customer behaviour to improve sales and forecast accuracy
- Monitoring stock levels to optimise availability without exceeding stockholding targets

### **Customer Services**

- Working with the Planning, Recruitment and Training Teams to understand, source and train new starters in line with forecasted demand for additional headcount. You should be maximising service, productivity and seeking to minimise the cost of delivery. Use trend analysis and other tools to apply to strategic and intraday planning
- Support the Subscription Retention Team (Wine Plan team) to understand and evolve approaches to maximising renewals while providing the best possible experience to this base of customers
- Work with Accounts, Debt collection, Delivery Enquiries & others to explore opportunities to evolve processes, efficiency and customer experience
- Support our Inbound team to understand how to optimise service levels through inbound calls (orders and enquiries), email and webchat and help develop multichannel capability
- Work with the QC & Coaching teams in order to understand their role in maximising customer experience, employee support, development, engagement and loyalty while looking for opportunities to develop these areas
- Wine Advisor team - Understand the role of the outbound sales team within the wider business; specifically contact strategy, campaign planning, sales approaches, margin, costs and profitability

	<p><b>Other Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Regular travel between our Operational Hub in Gloucester and Commercial Centre in Theale when it is safe.</li> <li>• To work with all customer facing teams to understand the customer experience and make recommendations within the business to improve this</li> <li>• Wine Education to develop a good knowledge of our product range</li> <li>• Regular reviews with business leaders</li> <li>• Any other tasks as assigned by the senior team</li> </ul>
<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>• At least a 2:1 in Business/Marketing, Science or Engineering Degree</li> </ul>
<p><b>Personal Qualities and Skills</b></p>	<ul style="list-style-type: none"> <li>• Good communicator within and outside of the business, able to represent the Laithwaite's business and brand positively</li> <li>• Adept at building positive and professional relationships</li> <li>• Flexible with an ability to handle multiple tasks simultaneously</li> <li>• A high level of integrity</li> <li>• Strong analytical skills</li> <li>• Excellent attention to detail</li> <li>• Highly organized</li> <li>• Good Excel skills</li> <li>• Team player</li> </ul>
<p><b>Reviewed</b></p>	<ul style="list-style-type: none"> <li>• January 2021</li> </ul>