

Role Profile Form	
Position Title:	Gifts Buyer and Product Manager
Reports To:	Head of Gifts
Overall Job Purpose:	<p>To improve and develop the Gifts range for the UK business with exciting new products and packaging; to understand the market and develop highly desirable gifts in order to help Laithwaites become the market leader in wine and alcohol related gifts.</p> <p>To source and negotiate all packaging, products, services and accessories for Gifts.</p> <p>To work closely with the Buying team on alcohol requirements for the Gifts range and local Merchandising and Operations teams on volume planning and effective stock management.</p> <p>This role will be an integral part of the Gifts Team, helping build and grow gift sales in line with the business expectations, across both B2C and B2B channels.</p>
Key Responsibilities:	<ul style="list-style-type: none"> • Development and design of new products for the gift range, including undertaking the necessary product and commercial viability analysis • Maintain and develop a thorough understanding of the Gift market, product trends and identify areas of opportunity • Working with internal teams to develop a range of gift experiences and services that customers would enjoy, such as wine events, tours and subscriptions • Sourcing new and existing products for the Gift range, all year round. This will include, bespoke gift sets, accessories, exclusive products and 3rd party supplied products (such as flowers, hampers, confectionery) • Negotiate pricing that satisfies business objectives and delivers competitive prices to customers • Procure suitable external and internal packaging for gift products, working closely with the operational and merchandising teams • Establishing strong relationships with 3rd party suppliers, building robust and effective business processes and commercially viable products • Working with the Group Buying and local Merchandising teams to use existing wine and alcohol products, with a view to add to the gift range where appropriate • Instrumental in forecasting volumes, pricing and product delivery

	<ul style="list-style-type: none"> • Responsible for ensuring the appropriate system setup of contracts, purchase orders happens and liaising with finance for invoices
Knowledge & Experience:	<ul style="list-style-type: none"> • Previous buying or product management experience of similar FMCG products is essential. • Ideally educated to degree level – minimum A levels – with proven buying and commercial experience • Planning/Merchandise experience • Strong excel and other IT skills
Personal Qualities and Skills:	<ul style="list-style-type: none"> • Energetic, motivated by sales success • Tenacious, pro-active and problem solver • Flexible, ability to manage own workload and handle multiple tasks simultaneously • Able to work as part of a small, collaborative team • Strong communicator and interpersonal skills • Numerate and capable of managing complex negotiations and cost price structures. • Able to multitask and prioritise. • Strong, proven commercial acumen, with a focus on driving sales and cost efficiencies
Reviewed	May 2020