

<b>Position Title</b>	Promotions Merchandiser
<b>Job Purpose</b>	To support the Customer Marketing Managers in a decision-making role, owning and managing active customer campaigns. Achieving planned sales and margin targets as well as driving desired customer behaviours.
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work closely with the Customer Marketing Managers to identify and build strong commercial campaigns</li> <li>• Have clear understanding of revenue and margin targets, selecting product and building offers to achieve them</li> <li>• Understand the customer segmentation and relevant behaviours, including channel, price and product, building appropriately targeted promotions to drive desired performance</li> <li>• Ensure campaign journeys deliver a consistent, high-quality experience across channels</li> <li>• Responsible for managing and reforecasting demand across offers</li> <li>• Produce and analyse accurate reporting, with relevant commentary, which drives decisions</li> <li>• Making proactive decisions, confidently identifying and resolving issues</li> <li>• Confidently lead cross departmental meetings</li> <li>• Identify opportunities for sales and innovation</li> <li>• Work closely with operations to resolve all exclusions in a timely and efficient manner</li> <li>• Work closely with the Range Merchandising team to ensure strong awareness of product, stock availability and excess</li> <li>• Potential for evening and weekend cover during operationally busy times</li> </ul>
<b>Qualifications &amp; Experience</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Merchandising/planning experience</li> <li>• Educated to 'A' level standard</li> <li>• Good wine and customer knowledge, with a willingness to learn</li> <li>• Strong systems knowledge of Microsoft programmes, especially Excel</li> </ul> <p>Preferred</p> <ul style="list-style-type: none"> <li>• Educated to degree standard or equivalent</li> <li>• WSET Advanced Certificate</li> <li>• Good understanding of our wine range</li> <li>• Knowledge of D365 and Power BI tools</li> </ul>

# LAITHWAITES

<b>Personal Qualities &amp; Skills</b>	<ul style="list-style-type: none"><li>• Commercially driven and motivated by driving sales</li><li>• Keen interest in wine and enthusiasm to develop product expertise</li><li>• Excellent attention to detail</li><li>• Enthusiastic with initiative and common sense</li><li>• Able to challenge to obtain a desired outcome</li><li>• Fast learner with logical and methodical decision-making skills</li><li>• Strong interpersonal skills</li><li>• Ability to hear, listen and respect opinions</li><li>• Ability to prioritise effectively within a fast-moving environment</li><li>• Excellent communicator</li></ul>
<b>Reviewed</b>	December 25