

LAITHWAITES

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

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