

**Job Title:** John Greed Commercial Brand Development Manager  
**Department/Group:** Sales  
**Reports to:** Head of Sales, Finance & I.T.  
**Responsible for:** Jewellery Designer

**Job Purpose:**

Directly responsible for developing and implementing the John Greed (JG) brand strategy. The main objectives are to deliver brand growth in Sales Revenue and Gross Profit across all sales platforms to agreed targets alongside an acceptable return on stock investment, stock quality and stock turn levels.

**Key responsibilities:**

- Achieve or exceed the Key Performance indicators below:
- Gross Profit £/% delivery by Brand vs prior year and budgeted levels
- Stock ROI - Gross Profit Return on Investment in Stock % = Gross Profit/Stock Value {measures the gross profit return from stock purchased and stock held}
- Stock Availability metric - Zero Stocks Recorded=No. of recorded zero stock levels for selling SKU items in a given time frame {measures the effectiveness of stock replenishment to meet Sales demand}
- Stock Quality metric - % of selling skus to stocked skus on a monthly basis

**Day to day Responsibilities:**

- Establish a clear Brand identity and vision and communicate it across the Business and to the external market places
- Establish market positioning strategy for the JG Brand in relation to our target demographic.
- Establish JG brand product pricing and margin aspirations in relation to our target demographic
- Develop new products, packaging, POS and design concepts that fit within the JG brand identity and financial performance requirements. This will be supported by our in house jewellery designer and creative team.
- Develop and deliver annual SKU budgets for Sales volumes, revenues and gross profit by month to assist annual business planning
- Analyse Sales patterns by SKU within brand to accurately forward forecast sales on at least a rolling 12 week forward basis
- Manage JG Brand SKU portfolio to maximise return on investment and stock Quality/Stock turn levels
- Manage the Buy in of new product from agreed suppliers on a seasonal or more frequent basis and liaise with all relevant areas of the business to ensure effective new product launch, product upload and marketing to maximise sales performance

- Support the E-commerce team with JG Brand SKU tagging across all sales channels to maximise Sales performance analysis and stock replenishment reviews
- Manage stock availability in accordance with supplier lead times and provide final approval on stock replenishment levels
- Manage JG brand purchasing levels within allocated brand budgets/agreed forecasts
- Constantly analyse and research the market to identify range/product gaps for the JG brand
- Conduct gap and SWOT analysis and research to continually identify further commercial opportunities
- Support the creative and marketing teams in relation to the JG brand with required input to maximise opportunities for sales and gross profit growth
- Represent the company at trade shows and supplier meetings
- Carry out regular brand range appraisal and review for business stakeholders
- Analyse daily/weekly/monthly brand sales figures taking timely corrective action to achieve or exceed KPIs
- Identify and Select SKUS for promotional activity according to the marketing and merchandising calendar on an ad hoc basis as required
- Liaise with the retail store team to ensure supply meets demand and co-ordinate timely and consistent brand training
- Be responsible for the John Greed Brand quality control

#### **General**

- Adhere to the Health and Safety at Work policy, taking responsibility for your own health and safety at work and that of others, who may be affected by your actions.
- Effectively manage reporting employees, ensuring that all HR responsibilities are carried out
- Any other duties that are reasonably asked of you by management

#### **Skills and Experience/Person Specification:**

- Proven recent experience in developing and building a retail brand, ideally within a jewellery or fashion related environment
- Strong commercial acumen including experience of managing product profitability and return on stock investment within a Retail SME
- Strong negotiating skills and experience in managing supplier relationships
- Proven sales forecasting and annual budget setting experience within a fast moving Retail SME
- Relevant experience and understanding of fundamental marketing concepts/ initiatives within a retail SME
- Excellent project management skills
- Possess excellent, demonstrable, analytical and communication skills
- Strong IT skills including Office applications
- A good honours degree and 3 to 5 years' related experience or equivalent preferable

### **Personal qualities and values**

- A passionate interest in fashion, style and consumer trends
- Strong dedication to customer service and a can-do attitude
- Able to work with minimal supervision
- Creative with an ability to think both strategically and tactically and a desire to tangibly deliver added value
- Able to communicate confidently and effectively with a wide range of people at all levels
- Demonstrate a consistent professional, positive and approachable attitude along with personal and professional discretion. Demonstrate sensitivity in handling confidential information.
- Able to work calmly and effectively in potentially stressful situations and during peak workload periods