

Waterstones

Job Title	Children's Gifts and Stationery Buyer
Reports to	Lucy Wilson
Purpose	To buy all the Children's Gifts and Stationery
Key Responsibilities	<p>Key Responsibilities of the role are:</p> <ul style="list-style-type: none"> • Planning new product selection and purchase to central deadlines. • Ensuring that key sales targets are achieved (sales budget, margin rate). • Forecasting sales and ensuring sell-through targets and stock budgets are achieved. • Commercial opportunity spotting – effective response to media activity and fast movers. • Negotiating with suppliers to agree the best possible deal. • Selecting products to reflect overall RP strategy and the needs of our customers. • Driving and developing our non-book offer to maximise sales potential. • Analysing sales performance and make changes where required. To ensure future purchasing reflects these learnings. • Working with the hub/supply chain, to manage stock and ensure excellent availability throughout the year. • To work with our Waterstones.com, Marketing, Events, PR and other central teams. • Responding to shop feedback and adapting buying accordingly.
Experience and Qualifications	<p>This role would be appropriate for an experienced assistant buyer or a junior buyer ready for the next step in their career with a proven track record of successful buying within the gift and stationery product areas.</p> <p>Skills and Experience:</p> <ul style="list-style-type: none"> • Strong product knowledge and a passion for making the Waterstones gift and stationery offer a success • An understanding of the importance of appropriate product selection within what is primarily a bookshop environment. • Thorough understanding of the Waterstones brand and who the Waterstones customer is. • Excellent awareness of the different customer bases across the Waterstones estate. • A strong understanding of the highstreet, competitor retailers and key suppliers. • Ability to plan, prioritise and co-ordinate own work effectively. • Be organised with strong attention to detail and forward planning. • Be able to manage own time, work to tight deadlines effectively and good humouredly under pressure. • Be able to use own initiative when problem solving. • Have excellent verbal communication skills and ability to work across the business. • Strong negotiating skills in order to drive the best margin for the company. • Highly analytical, able to look at data and understand what is driving sales and the ability to spot best sellers and react quickly to ensure strong availability of key lines. • Highly computer literate, in particular proficient with Word, Excel and Outlook.
Person Profile	We are looking for someone with genuine passion for and understanding of Waterstones and Children's Gift and Stationery who will relish the opportunity to develop and progress our Children's non-book offer across the estate. The

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	successful candidate will demonstrate a high level of commercialism, competence in all key responsibilities, and a thorough understanding of our buying processes, our estate, and our customers.
Direct reports	N/A