

# JOB TITLE: Sales & Merchandising Manager

**REPORTING TO: Head of Business Development**

**RESPONSIBLE FOR: Sales Assistant**

**LOCATION: Jewellery Quarter, Birmingham, UK**

**CONTRACT: Permanent Full Time Contract**

**SALARY: £19,000 - £20,000 (**depending on experience)

Have you ever wondered how you can apply your sales experience in an ethical environment? Are you passionate about changing the way we treat animals? Do you want to help reduce damage to our environment? Do you want to get people to enjoy healthy vegan food that looks good and tastes great?

The Vegan Society is now recruiting a **Sales & Merchandising Manager** to enable us to trade a range of products (in particular our supplement Veg1) that delivers profit targets and promotes our primary purpose (i.e. a vegan lifestyle). Training will be provided in specific areas (where necessary).

The successful applicant will report to the Head of Business Development. This is an office-based role working 37.5 hours per week Monday to Friday, although we may consider flexible working requests. The role involves occasional weekend or evening work, e.g. to attend events.

**About The Vegan Society**

The Vegan Society, the world’s first, is an educational charity that promotes and supports the vegan lifestyle – formed in 1944, by a group of vegetarians who recognised the ethical compromises of eating eggs and dairy products. We are the first point of contact for people thinking about going vegan, new vegans and those seeking information, including caterers, print and broadcast media, health professionals, teachers and government.

**Our Vision and Mission**

The Vegan Society’s vision is a world in which humans do not exploit other animals. Our mission is to make veganism an easily adopted and widely recognised approach to reducing animal and human suffering and environmental damage by means of meaningful, peaceful and factual dialogue with individuals, organisations and companies.

**What we offer**

* A supportive team
* A solution-focused atmosphere and hard working environment
* Employee Assistance Programme and health cash-back scheme
* Cycle-to-work scheme
* Childcare vouchers scheme
* Animal companion compassionate leave
* 25 Days leave + 8 Bank Holidays (and the working days between Christmas and New Year)
* Office location in the Jewellery Quarter of Birmingham

**To Apply**

To apply, please complete the application form and email it to [Recruitment@vegansociety.com](mailto:Recruitment@vegansociety.com);

CVs will not be accepted

No agencies please.

Please contact Sarah Cook [recruitment@vegansociety.com](mailto:recruitment@vegansociety.com) for more information

Telephone 0121 523 1730

*The Vegan Society welcomes diversity amongst its members, officers and trustees and associated persons and is committed to equal opportunities and anti-discrimination practice in all areas of its work, including its governing Council.*

**PERSON SPECIFICATION**

The knowledge, skills, and/or ability required to carry out the role effectively (and which may be developed) are listed below.

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| **ESSENTIAL** | **DESIRABLE** |
| ***Knowledge*** | |
| * Good understanding of business operations: production processes, administration, marketing, PR, and sales * Experience of working in a merchandise role * Understanding of corporate identity and branding issues * Understanding of the organisation’s values, standards and processes in order to make consistent and appropriate judgements * Understanding of the marketplace and our competitors * Understanding of customers’ needs and economic trends * An understanding of the importance of customer service and proven experience of delivering effective customer service | * Understanding of working in/with NGOs or small charitable organisations |
| ***Education / qualifications & training*** | |
| * Appropriate experience in a directly related post * Holder of a UK driver’s license | * Relevant qualification |
| ***Skills & abilities*** | |
| * Ability to analyse data, using this to identify trends and potential risks and opportunities * Ability to think quickly, evaluate large amounts of data and make rational decisions * Track record in sales, merchandise or business development * Proven ability to formulate business plans * Excellent written and verbal communication skills * Good numeric skills in order to collect and collate accurate information * Good telephone manner and customer-service skills * Computer literate with strong MS Office skills, including the ability to enter data accurately, analyse and manipulate data * Ability to establish strong working relationships with colleagues, the Senior Management Team and suppliers * Ability to manage multiple priorities and work to deadlines * Work successfully to targets, delivering objectives and desired outcomes | * Track record of negotiating with suppliers * Experience of using CMS * Experience of working with databases, e.g. inputting data and researching products |
| ***Personal qualities*** | |
| * Confident, articulate, proactive, outgoing and friendly * Work well under pressure and able to juggle several projects at once * Efficient, tidy, organised, reliable, accurate and effective * Approachable and adaptable, team player * Adhere to a vegan diet and lifestyle during time with The Vegan Society * Willingness and ability to undertake appropriate training and development as required * Flexible to travel with advance agreement |  |

**JOB DESCRIPTION**

**DUTIES & KEY RESPONSIBILITIES**

**Sales Management**

**Business Development**

* Line manage Sales Assistant responsible for order fulfilment, online shop management and direct customer services
* Prepare budgets, sales and profit targets
* Monitor performance against plans, taking appropriate action to maximise sales and profit and reduce stockholding while increasing stock turn. Trading to comply with charity law and HMRC requirements
* Maintain and manage all digital apps to include updates, sales reporting and online marketing
* Identify new business opportunities to grow sales and profitability:
  + Increase online trading in the UK and overseas (The Vegan Society website, eBay, Amazon and other relevant opportunities)
  + Develop and increase sales through wholesale traders within Europe
  + Attend trade and other events and visit relevant companies throughout Europe
* Communicate trading issues and forecasts with proposed actions to the Head of Business Development
* Collaborate with the Finance team and Communications Department (particularly web-related actions)
* Financial management: overseeing sales platforms, payment mechanisms, and transaction processing

**Planning**

* Evaluate market and customer information together with historical data and forward trends to develop business plans
* Present new merchandise plans for review to the Head of Business Development
* Manage product trialling activities
* Monitor market activity through competitor research, gathering market intelligence from a wide variety of sources to take appropriate commercial action
* Establish critical path for development and delivery of all products/product ranges
* Agree and deliver promotional and marketing plans, optimising sales and profit
* Plan stock and manage merchandise to take to events

**Inventory**

* Manage the intake of stock and regularly conduct stock takes
* Plan availability schedule for new and existing products
* Manage the development of new stock packages
* Monitor and manage the availability of stock by:
* ensuring planned launch and replenishment dates are met and sales are effective through production planning
* managing the allocation of stock from suppliers
* managing in-store stock levels to optimise distribution

**Supplier Management**

* Review existing suppliers, identify potential new suppliers and negotiate commercially viable agreements
* Build and maintain effective working relationships with suppliers
* Analyse suppliers’ delivery and service performance, assess performance against agreed quality standards, and take necessary action

**Events Management**

* Identify relevant events, provide profit & loss analysis of various events, and manage events in association with the Volunteering and Engagement Manager
* Liaise with Volunteering and Engagement Manager to coordinate staff and volunteer attendance at events
* Attend events to sell merchandise, discuss the work of the Society, engage with supporters, and recruit new members

**General**

* Develop a Complaints and Customer Care Standards policy
* Contribute to wider organisational development and communications
* Any other duties appropriate to the post as agreed by the post-holder and line manager

**Monitoring and Evaluation**

* Monitor and evaluate sales, supporter services and events, and share findings internally
* Provide bi-monthly progress reports to the Head of Business Development

The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

**About the Business Development Department**

The Business Development (BD) Department works alongside the Communications Department (CD) at The Vegan Society. BD is responsible for the majority of income generated (sales and trademark registration) and raising the public profile of vegan products through the Vegan Trademark. BD works independently and in collaboration with CD.