

## Role Profile

**Job Title:** Events and Merchandising Executive

**Purpose:** To support the planning, delivery, analysis, reporting and general management of the BHS Shows and Events schedule at a national and regional level in order to engage with stakeholder on the Charitable objectives of the BHS. To be responsible for the BHS Bookshop and Merchandise activity in order to maximise opportunities for revenue generation and to provide a value adding retail service to members and supporters.

**Reporting to:** Events and Merchandising Manager

### Key Responsibilities:

- Help shape the out and about programme, undertake administrative duties in support of that and take lead responsibility for attending and delivering the show & events schedule.
- Manage relationships with show/event organisers, venues, 3<sup>rd</sup> party suppliers and partners in delivering the programme of activity
- Plan, manage and regularly report on the cost centre performance. Manage PO generation, reconciliation and reforecasting, as required
- Liaise with key stakeholders across the business, to include Education, Membership, Business Development and Merchandising to agree and deliver kpi's around income growth, reputation and engagement metrics from the out and about programme
- Coordinate with Marketing team colleagues to ensure all relevant content and channels are utilised in promoting and campaigning the shows & events schedule, pre, during and post the activity
- Maintain appropriate administrative records and good accounting practice in relation to budget management and cost control
- Undertake any other reasonable duties as required
- Be responsible for the daily running of the bookshop, working closely with the wider in-house team and supply partners to ensure effective stock management is maintained, costs managed and target sales are met
- Manage inbound enquiries regarding the Bookshop, advising on products, taking orders and managing complaints and issues in a timely and effective manner

- Be responsible for maintaining a successful and profitable range of merchandise, working with our retained partner/supplier, for the BHS Shop
- Provide reporting and analysis on turnover, margin and costs for the BHS Shop and Bookshop
- Meet revenue growth, cost management and target kpi's for our retail activity
- Take a lead role in planning promotional activity across multiple channels and be responsible for elements of fulfilment and achievement of specified outcomes
- Work with our partner/suppliers and the broader Marketing Team to ensure all opportunities to promote our bookshop and Shop is planned, executed and reviewed with regard to performance against plan
- Be responsible for identifying, assist in sourcing of and delivering new products for our retail portfolio
- Manage merchandising requirements for events
- Process all telephone and internet orders daily and monitor service level agreements
- Oversee periodic stock checks with 3<sup>rd</sup> party partners/suppliers
- Willing to attend shows and events across the country, with the requirement to work over weekends and outside of normal office hours
- Enthusiastic self-starter happy to work alone and as part of a team
- The ability to work under pressure and to tight deadlines
- Ability to think on feet and problem solve
- A full driving licence required

### **Person Specification**

- Excellent "front of house" skills and experienced with public facing roles in shows and events activity
- Excellent verbal and written communication skills
- Excellent administrative and organisational skills
- Good business sense and experienced in managing significant spend and costs
- Strong IT skills across all the core MS office products and experienced in using project management tools
- Highly developed planning skills
- Effective interpersonal skills and experienced in managing 3<sup>rd</sup> party suppliers
- Ability to work unsupervised