

BUYER Reports to: Trading Manager	Partnership Level 5
Location: Bracknell campus with blended working.	Line management: L7 Buyer(s) where applicable
Values <ul style="list-style-type: none"> • Do right • All or nothing • Give more than you take • Be yourself, always • We not me 	
Purpose of Team <ul style="list-style-type: none"> • Build annual Category Plans by merging Category Strategy direction sheet and Trade Planning, supplier brand plans, category data and insight and customer insight • Provide accurate forecasts and costed options for change to inform Customer & Trade Plans • Deliver the Customer Plan through Category Plans • Deliver target sales and profit • Own the supplier strategy and selection supporting delivery of CSR and Brand objectives • Own the commercial relationships between Waitrose and suppliers • Ensure the correct master range assortment is in place • Day to day management of the assortment • Negotiate with suppliers to increase margin delivery 	
Purpose of Role <ul style="list-style-type: none"> • Working in a Category Pod, consisting of but not limited to Buyer, Merchandiser, Supply Planners, Technologist, Product Developer, deliver shared KPIs for the pod through collaborative working. • Support Category Pod to deliver individual accountabilities (Indirect Shared KPIs) • Upskill and develop buying skills of the buying community through peer to peer coaching and mentoring, sharing best practice to facilitate cross pollination between Category Pods. • Facilitate horizontal working across Category Pods • Deputising for Trading Manager- Support the Trading Manager with key work streams and deputise where necessary to enable teams to deliver their category plans. 	

Accountable for

Commercial Delivery

- Commercial performance of the categories within remit
- Delivering category commercial targets
- Appropriate assessing and reporting on Commercial performance and delivery of KPIs to line manager and other stakeholders: internal up and down communication
- Deliver to set timelines for central Admin team to ensure right first time administration of tasks

Horizontal Working

- Working with dotted lines and Shared KPIs to ensure Category Pod Team (Brand development, Technical, Space and Value and Supply Chain) delivers its Indirect Shared KPIs
 - E.g. Commercial responsibility for NPD (accountable for which suppliers are briefed, work with Brand Development on content of brief and commercial assessment submissions)
- Consistently demonstrating and developing an in-depth knowledge of relevant demand categories, target customers and the market dynamics and translating this knowledge into business opportunities.
- Liaise directly with the Corporate Social & Responsibility Team to deliver the CSR Strategy for the area with the Category Pod.

Supplier Management

- Selection of appropriate supply base
- Responsibility for annual terms preparation and negotiation
- Supplier Joint Business Plan agreement inc Media budget
- Tracking performance against agreed JBPs
- Awareness of supplier options
- Understanding and unlocking efficiencies with suppliers and supply chains
- Management of tenders and proactive cost price management

Shared KPIs and Measures

Direct

- Gross sales growth
- Sales (£)
- Sales (units)
- Market share
- Core margin £
- Core margin %
- Value index
- Price perception measure
- Promotional effectiveness measure
- Share of wallet (best customers)

Indirect

- Total wastage
- WIDA 1000
- Quality measure: ratings and reviews/complaints
- CSR measure
- Customer metric on distinctiveness (OL % of sales)
- Unproductive SKUs
- Units per branch per week
- NPD Hurdle rate
- Adherence to NPD process
- Supplier performance
- Online percentage of sales

Partner

- Sought and delivered Feedback for self and others; immediate, planned 1 to 1, 360 Degree, ARP
- Completion of all Legal compliance documentation on Workday

<ul style="list-style-type: none"> ● Negotiate/finalise promotional activity <p>Commercial Sustainability</p> <ul style="list-style-type: none"> ● Ensure JBPs and Category Plans are balanced and sustainable. ● Proactive cost price management, accurate financial forecasting. ● Understanding of product cost/commodity movement. <p>Policy & Compliance</p> <ul style="list-style-type: none"> ● Operate in line with GSCoP, Competition Law and Anti-Bribery, effectively negotiate business terms. ● Operate in line with CSR Policies when negotiating with suppliers, developing products and developing the Category Strategy. <p>Leadership</p> <ul style="list-style-type: none"> ● To role model the Partnership values, particularly when dealing with internal stakeholders and Suppliers. ● Effective performance management of potential line report and holding people to account. 	
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Commercial capabilities
<p>Data based decision making</p> <p>Continuous improvement mindset</p> <p>Effective performance management</p> <p>Working together across boundaries</p> <p>Empowering others</p>

Skills	
Influencing and Negotiation	Works collaboratively to achieve the optimum and mutual agreement for a way forward for all parties. Resolves professional differences along the way through active listening and appropriate assertive communication to reach win-win outcome. Is prepared to adapt

Matrix Management	communication style to each situation and has the best interest of the Partnership at the forefront of all interactions.
Prioritisation	Understands how to get things done in a matrix or dotted line management structure in which some Partners report to more than one manager or leader and in some cases peers.
Decision Making	Plans and reviews workload regularly and is prepared to adapt to ever changing circumstances. Assesses workload realistically in terms of urgency and importance and is ready for "curve balls" and changes plans where necessary to ensure optimum achievement and deadlines are hit and stakeholder relationships are maintained.
Learning Agility	Identifies the issue/opportunity, then gathers the relevant information and alternative viewpoints to form options and evaluates to drive an informed outcome. Acknowledges own mistakes, learns from them and adapts to meet ever changing demands. Sets high personal standards and learns from experience and applies this in new situations to achieve success. Takes personal responsibility for realising own full potential through doing more, doing better and doing differently. Researches appropriate tools and uses relevant learning methods to enhance own skills.

The six Assessment Criteria for Resourcing most relevant to this role are:
<ul style="list-style-type: none"> - Customer & Performance Focus - Empowered Partner - Collaborating & Supporting - Applying Insight & Analytics - Planning and delivering Excellence - Communicating & Influencing

This would suit someone who...
This role would suit someone who is self motivated, with an ability to influence internal stakeholders and inspire our suppliers to invest in Waitrose. Ideal for a confident, assertive person, with good communication and numerical skills. The ability to work in a matrix way across the boundaries of hard line reporting is crucial. Creativity and a passion for products are also desirable.

Relationships (external and internal)
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Internal:

Trading Managers, Buyers, Technical, Product Development, Supply Chain, Merchandising, Commercial Operations, E. Commerce, Little Waitrose, Retail, Customer, Customer Insight, Finance, Store Development, B2B, John Lewis buying teams.

External:

Suppliers. Where appropriate; Government Bodies, NGOs, Industrial/Generic Bodies, Press and Publications.

What you need to know about the job

Role Location – Head Office, Bracknell with blended working. Some UK and overseas travel may be required depending on the category area.

CRB check required? - No

Training/ Experience

Training:

Graduate calibre desirable.

GAP, Pre-Columbus, Systems (e.g. BOBI, PIC, PWC), Compliance (GSCOP, Competitive Law)

Experience:

Commercial experience at Buyer equivalent delivering strong results. Communicating at all levels of the business.

Worked in other directorates at equivalent level of commercial experience/exposure.

Version control

Version	Created/updated by	Date
V.1	Commercial Operating Model Team	27/11/18
V.2	Commercial Operating Model Team	07/02/19
V.3	HOT	15/12/20
v.4	HOT	28/4/21

v5	Yseult Caroff-Richeux	18/6/21
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