



JOB DESCRIPTION

Job title:	Head of Retail & Ecommerce	Contractual status:	Permanent
Reporting to:	Director of Strategy	Salary:	Competitive

Job Summary:

The Head of Retail & Ecommerce plays a vital role in helping us maintain and grow our retail offering at Burnley Football Club. They will oversee all aspects of retail, including our retail store at Turf Moor, ecommerce, buying, stock management and marketing. They will work with the rest of the business, to grow sales and maintain the retail budget.

Roles and Responsibilities:

Retail Store

- Work with the Retail Store Manager to run the day-to-day operation including management and recruitment of staff, customer service, stock management and order fulfilment.
- Responsible for implementing effective stock management processes and reporting.

Product Development, Buying and Ranging

- Oversee all ranging, pricing and promotional decisions.
- Create and deliver an annual trading strategy/plan.
- Create and maintain supplier relationships.

Ecommerce

- Work with and support the Ecommerce Manager to develop and grow the ecommerce business.

Maintain Budgets

- Manage and report on the overall retail budget plus agreed weekly, monthly and quarterly KPIs.

Strategy

- Create and deliver a long-term retail strategy that improves the bottom-line return to the Club.
- Lead, support or contribute to specific projects as requested.
- Keep up to speed with the market, competitors and trends.
- Ability to develop and maintain relationships with third parties where required.

Supportive of Club Working Environment and Policies

- Actively contribute to creating a positive, focused and effective team environment.
- To be able to work flexible hours where the role of the job requires.
- To work towards agreed objectives.
- Comply with all Club policies.
- Promote the Burnley FC brand and ethos in a professional, strong, and positive manner.
- Work alongside other team members to support in other areas of the organisation as and when required to promote best practice.
- Hold a commitment to equality and diversity in the workplace.
- Willingness to attend training courses to enhance own professional development.



- Always demonstrate the Club's values.

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL	DESIRABLE
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> • Minimum 5 years' experience of working within Retail. • Experience in managing people and a team. • Experience in ranging and buying decision making. • The ability to identify to areas of growth for our Retail proposition. • Strong written and verbal communication skills. • Ability to work collaboratively across departments. • Developed PowerPoint and Excel skills. 	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Driven and motivated. • Enthusiasm, energy and resilience. • Time management skills to be able to plan and regulate workload including the ability to prioritise demands and thrive under pressure. • Meticulous standards. • A friendly, positive 'can do' and courteous attitude. • A commitment to the aims, vision, and values of Burnley FC. • Flexible, helpful, and responsive. 	<ul style="list-style-type: none"> • A positive attitude towards professional development and their own learning.