

# Clifton Nurseries Job Description

## Horticulture and Garden Sundries Buyer

**Location:** London and Surrey

**Reporting To:** Operations Manager

### Role

To spot, source and purchase stock at a competitive price which will inspire and delight Clifton Nurseries' customers, and therefore reinforce the respected reputation and the trading success of the historic brand and its two unique nurseries.

To be aware of trends within the garden centre sector and the horticulture and landscaping industry, to have a close finger on the pulse and to be able to accurately predict and meet its changing trading demands, thereby driving ongoing sales and profit growth for the business.

To curate, buy and merchandise Clifton's stock assortments at both nurseries and for its webshop in such a way that the business holds true to its trading policy of 'Inspiring Gardeners since 1851....', be they Retail, Internal or Trade customers.

### Responsibilities

#### Sales

To have a sharp focus on buying great stocks of Outdoor Plants, Pots, Garden Sundries and Accessories at competitive prices, that satisfy the needs of Clifton's Retail and Trade customers.

To have a good and up to date knowledge of customer buying patterns, seasonal, current and future plant and planting trends.

To have a detailed understanding of Cliftons' sales performance and its shares of trade by closely monitoring the sales and stock availability figures and comparisons, for the best-selling lines in particular, via the CSY buying and selling systems and reports.

To work very closely with Clifton's selling and Landscaping managers to ensure that the right stocks are in the right place at the right time, thereby maximising sales and profit and minimising stockholding values and unnecessary wastage.

## **Team**

To ensure that the Clifton team are aware of the features and the benefits of stock in the various assortments, so that they can confidently advise on and sell it to customers.

To regularly meet with the selling managers and the Operations Manager at both sites to discuss sales, stock levels, plant care, selling floor layouts and seasonal moves.

To work with the selling managers in organising regular merchandise training sessions, thereby growing knowledge and confidence within the team.

To attend and contribute to the monthly Clifton's Leadership Team and twice-yearly strategy meetings.

## **Stock**

To ensure that all stock is logically and correctly categorised and labelled via the CSY system.

To work closely with the selling managers and team in ensuring that stock level and value accuracy is consistently good via good daily disciplines, and regular stock counting and a stocktaking schedule.

To ensure that any stock wastage is kept to minimum and that any necessary markdowns and write offs are accurately recorded.

To work closely with the selling managers in ensuring that the selling floor layouts in the nursery are consistently inspiring and logical for customers to shop, and that the highest footfall areas wherever possible feature Clifton's best-selling categories and lines throughout the changing seasons.

To have an active and up to date network of suppliers and growers, and to carry out visits to growers, key suppliers and relevant trade shows.

## **Customer Service**

To ensure that the quality, value and health of Clifton's stock assortments is always of a calibre befitting the brand.

To ensure that the various stock assortments are regularly reviewed, and that the selling and landscaping teams are fully briefed and, where necessary, receive training from the growers and manufacturers to be able to confidently advise and sell to customers.

To devise the best way of capturing, reviewing and acting upon stock related customer feedback and requests into the selling team.

## **Other**

Assist in the management and maintenance of the selling, goods receiving yard and stockroom spaces, helping to ensure that they are always clean, tidy, Health & Safety compliant and secure.

To work with Leadership Team colleagues in the ongoing development of the performance, culture and happiness of Team Cliftons.

## **Key Performance Indicators**

Financial performance of both nurseries.

Sales v LY and Budget.

Stockholding value and stockturn.

Wastage figures.

## **Required Skills and Qualities**

Experienced retail buyer with keen negotiating skills.

Horticultural qualification desirable, a love of plants and gardening a must.

Understanding of the garden centre sector's seasonality and how best to exploit them desirable.

Trend aware.

Ability to manage the supply, delivery, goods receipt and addition of stocks to the assortment and CSY system.

Team player capable of working well with the selling, operations and finance teams, and of fostering strong and constructive relationships with suppliers.

Well organised, able to manage time and pressure effectively.

Must be computer, systems and spreadsheet literate to a good level.

Results driven.

Honesty and integrity.