

National Army Museum Trading Ltd (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Commercial Department

Post: Buyer and Merchandiser

Post No: NAMTL 259

Reports to: Head of Commercial

Job role

The Buyer and Merchandiser is a pivotal role within the commercial team, leading on Product Development, Merchandising and Ecommerce. The post holder will lead on the development and delivery of an inspiring and commercially successful retail product offer, engage and extend our physical and digital audience reach, grow retail income and enhance our brand reputation.

The role will effectively manage buying budgets, ensuring accurate inventory management to meet targeted budgets and key performance indicators. The post holder will develop the Ecommerce offer, ensuring the digital offer is commercially optimised to deliver a seamless customer experience and grow online engagement and conversion.

You will have a creative flair, an eye for detail, be highly organised, take a collaborative approach and be audience and experience driven; with an appreciation and interest in the Army's history and heritage, from its origins to the present day.

1. Job Description

The post holder is responsible for:

Product Development and Range Planning

- (a) Developing and delivering commercially driven core and seasonal product range plans, which are inspired by the Museum's collections, programming and current trends and engage the Museum's audiences.
- (b) Leading on the design, development and production of bespoke to National Army Museum (NAM) retail product lines, which are inspired by the Museum's collections, reflect the brand and form part of the Museum visitor experience.
- (c) Identifying new product opportunities through market research, visitor insights, sales performance and competitor analysis.

- (d) Collaborating and working with the Head of Commercial and wider Museum team, including Curatorial and Audience and Marketing to translate Museum content and Intellectual property into engaging retail products.
- (e) Briefing and managing suppliers and designers throughout the product development, from initial concept and design brief through to production and launch.
- (f) Negotiating with suppliers on product specifications, minimum order quantities, costs and commercial terms whilst maintaining quality and provenance.
- (g) Ensuring products and suppliers meet with the Museum's ethical, sustainability, legal and safety standards.

Merchandising, Reporting and Inventory Management

- (a) Managing and analysing sales and key performance indicator performance, including best sellers, slow moving lines, category and range performance, stock turn, rate of sale, retail margin, average item value, average order value, conversion and abandoned basket.
- (b) Leading on an open to buy plan to manage buying budgets, inventory value, costs, and support in forecasting and budgetary planning, and supporting the Trainee Merchandiser in ensuring the inventory value and costs are managed to budget.
- (c) Producing regular Buying and Merchandising sales performance and KPI reports across Retail and Ecommerce for the Head of Commercial.
- (d) Working with the Head of Commercial to develop a pricing strategy, which maintains a strong operating margin, reflects the value of the products, and is accessible with entry price points through to high value.
- (e) Leading on annual financial forecasting for product ranges, including quantities, projected rate of sale, income, profit and margin and sharing with the Head of Commercial for approval.
- (f) Working with Finance, IT and FOH teams to maintain accurate inventory records, stock control processes and integration of the EPOS system inventory with accounting software.
- (g) Leading the Trainee Merchandiser in working with the FOH team to manage orders, product information, lead time, stock availability and being the oversight for FOH receiving in of orders on the shop floor.

- (h) Overseeing the Trainee Merchandiser and working with the Finance team to ensure all suppliers are paid within agreed payment terms and any shop order discrepancies, are followed up promptly with the supplier.
- (i) Working with the Head of Commercial and FOH Manager to plan, and create engaging and commercially driven shop displays, which support the Museums exhibitions and seasonal campaigns, and form part of the visitor journey.
- (j) Leading on the annual retail stocktake planning and execution, together with the Trainee Merchandiser and Front of House Manager.

Brand Partnerships and Licensing

- (a) Collaborating with the Head of Commercial, Audience and Marketing team and Curatorial staff to identify and develop brand partnerships, with brands, which align with the Museum's mission and identity and will add commercial and audience value to the Museum and Retail offer.
- (b) Assisting the Head of Commercial in developing a brand licensing programme, which strengthens and extends audience reach, grows the Museum's brand presence, increases income and supports the Museum's Mission.
- (c) Negotiating commercial terms, pricing, margins, royalties; with brand partners and ensuring chosen brand partners align with Museum standards and policies.
- (d) Overseeing, together with the Head of Commercial, the product approval process, ensuring licensed products accurately reflect the Museum's identity, collections and intellectual property

Ecommerce

- (a) Leading on day-to-day management of the online shop, including product set up, categorisation, shop layout, stock availability, navigation and promotional offers and campaigns.
- (b) Working with the Head of Commercial and wider Museum stakeholders and leading on the set up and launch of a new Ecommerce platform.
- (c) Ensuring the online shop customer interface is visually engaging and encourages customer engagement.

- (d) Working with the Audience and Marketing team to create and manage targeted Ecommerce campaigns, and develop compelling product stories, which align with the Museum's programme and exhibitions and seasonal opportunities.
- (e) Using Ecommerce analytics and customer insights to identify opportunities to increase conversion, average order value, repeat purchase and customer engagement.
- (f) Managing the Ecommerce system platform and working with IT and Website teams to ensure functionality and a seamless visitor journey.
- (g) Assisting the Head of Commercial in developing and implementing the Ecommerce strategy, in line with the Commercial strategy and wider Museum Business plan and Objectives.
- (h) Overseeing online shop order fulfilment, ensuring the Trainee Merchandiser and FOH team provide a high-quality customer experience from order through to delivery and resolving of any fulfilment issues.

2. Resource Management

- (a) The motivation, management and training of designated Museum staff, contractors and volunteers, exercising a proper duty of care over them.
- (b) Direct line management of the part-time Trainee Merchandiser.
- (c) Developing and supporting the Trainee Merchandiser in their job role skills, knowledge and deliverables. Conducting day to day coaching and implementing a training plan to support in their development. Carrying out regular appraisals and reviews.

3. Internal Relationships

- (a) Maintaining effective communication and team working to build strong internal relationships with all Museum departments.
- (b) Working closely with the Front of House Manager and team to plan and co-ordinate shop floor layout and visual merchandising, ensuring the layout is commercially focused, adheres to standards and forms an engaging part of the visitor journey.
- (c) Effectively communicating with the Front of House Manager and team, keeping them informed on all product related information, shop orders and Ecommerce updates.

- (d) Working closely with the Audience and Engagement team on retail marketing campaigns, ensuring the retail offer is commercially focused and targets and extends audience reach.
- (e) Working with the IT and Finance team to ensure system and process functionality.
- (f) Working as an active part of the wider Commercial department to develop the commercial offer and grow income.

4. External Relationships

- (a) Working closely with all in-house contractors (including catering, security and cleaning) in the provision of excellent customer service.
- (b) Developing and maintaining strong working relationships with key stakeholders, including the Museum's sponsor, Council, NAMTL/Enterprise Board and connected organisations.
- (c) Communicating effectively and maintain good working relationships with all external suppliers.

5. Risk Management and Health & Safety

- (a) Being committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.
- (b) Attending regular Health and Safety training sessions to ensure an up-to-date knowledge of procedures and best practice.
- (c) Ensuring the health, safety and welfare of members of the public, staff, contractors and volunteers in event hire matters.
- (d) Being fully conversant with relevant statutory Health & Safety at Work Regulations and act in accordance with the contents of the Museum's Health & Safety at Work Manual, Fire Orders and Museum Security Orders at all times. You will be responsible for ensuring that these instructions are implemented within the designated management area.

6. In addition, the post-holder is required to: -

- (a) Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.

- (b) Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- (c) Play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources. Effectively managing delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer. To promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Senior Leadership Team.
- (d) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
- (e) Carry out their duties in accordance with the NAM's Equal Opportunities Policy.
- (f) Travel to and operate from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage. UK and some foreign travel may be required.
- (g) The post-holder will be based at the Museum in Chelsea.
- (h) The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Leadership Team.
- (i) Chair Museum committees, teams and working parties, as delegated, represent the Museum on external committees as required.
- (j) If the Museum's operational needs make it necessary, the post-holder may be assigned to any other Museum Department or Division.

7. The appointment is permanent, subject to a four-month probation period. Your normal hours of work are 22 hours, 12 minutes per week (net), 7 hours and 24 minutes per day with an additional 1-hour unpaid lunch break each day, total of 8 hours and 24 minutes onsite per day.

The salary is £37,030pa (pro-rata) inclusive. The post-holder is required to give a minimum of three months' notice in resigning.

8. The appointment will be subject to a security clearance.
9. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
10. The National Army Museum is an equal opportunities employer.

Glyn Prysor
Interim Director
National Army Museum

October 2026

Signature:

Date: