

National Army Museum Trading Limited

Royal Hospital Road, Chelsea, London SW3 4HT

Commercial Department

Post: Buyer and Merchandiser

Post No: NAMTL

Person Specification

CRITERIA	STANDARD	E/ D	EVIDENCE
Qualifications & Training	Relevant qualification in Retail Buying and or Merchandising	D	Certificate/ Application
Experience & Knowledge	Minimum 2 years proven experience in a retail buying and merchandising role in a Museum, Visitor Attraction or similar operation.	E	Application and Interview
	Experience of managing six figure budgets, maintaining profit margin and producing a return on investment.	E	
	Experience of developing product ranges from concept through to launch.	E	
	Experience of working with suppliers and designers, including negotiating costs, minimum order quantities, quality control and lead times.	E	
	Experience of analysing sales performance, KPI data and customer insights to inform buying and range planning decisions.	E	
	Experience and understanding of retail buying principles, including pricing, margins, stock turn, sales performance and open to buy.	E	
	Knowledge of current retail, consumer and product trends both within the Museum sector and externally.	E	
	Knowledge and understanding of ethical sourcing, sustainability and responsible buying.	E	
	Awareness of PCI Compliance and GDPR.	E	
	Knowledge of Health & Safety at work regulations and best practice.	E	

	Experience of managing and developing an e-commerce operation, ideally within a Museum or similar operation. Experience of using web analytics and sales data to monitor online shop performance, identify trends and inform decisions Understanding of e-commerce platforms, content management, systems, payment gateways and digital customer journeys Understanding of digital marketing, including email campaigns, SEO and social media Experience in retail brand licensing and partnerships development.	D D D D D	
Skills & Abilities	Excellent written, numerical and analytical skills, with the ability to interpret sales and stock data. Excellent planning and organisational skills Able to multi-task, work calmly under pressure and prioritise workload Computer literate with good word processing, excel skills and experience of using systems and databases Ability to work collaboratively with marketing, audiences, curators, finance and IT teams. Strong interpersonal skills – able to communicate confidently with a broad range of people. Knowledge of and or keen interest in military history. Strong commercial awareness, with the ability to balance commercial performance with the Museum's mission, purpose, brand and audience.	E E E E E E E	Application and Interview
Aptitudes	Creative and curious. Reliable, responsible and trustworthy. Audience and customer focused. Ability to work flexibly and adapt to change. Proactive and solutions focused	E E E E E	Application and Interview

	Understanding of always working in support of equality and diversity.	E	
Other	Demonstrated understanding of the role commercial plays in a museum setting and an enthusiasm to contribute to successful income generation.	E	Interview

KEY: E = Essential

D = Desirable