



JOB DESCRIPTION

Job Title **Buyer (France)**

Department **Buying**

Location **Park Royal, London**

Overview of role

The Buyer will be the first point of contact for the suppliers within the French category and will be responsible for all negotiations, purchasing, stock control, quality and liaising with brand management on communication, marketing and PR activity.

On an ongoing basis the Buyer has full responsibility for:

- Liaising in a timely manner with internal and external stakeholders
- Securing allocations and minimising stock holding/purchase liability
- Achieving the most advantageous payment terms
- Obtaining marketing contributions/free stock
- Ensuring that optimum quality is a priority factor in the purchasing strategy
- Pursuing new opportunities to represent new prestigious wineries

The Buyer will also support the Fine Wine team, whose responsibilities include:

- Proactive buying: Working within a budget (TBC) to draw and replenish a balanced list of fine wines from key international regions at competitive prices and from reliable UK sources and existing partners.
- Reactive buying: Sourcing fine wines to respond to the specific demand from our account base (on trade) often at short notice mainly from UK sources.

Duties & responsibilities

Price and terms negotiation

- When negotiating pricing, to use knowledge of UK market and locality of supplier as a framework and ensure competitive pricing for Enotria&Coe.
- In each negotiation opportunity, secure maximum amount of promotional support in terms of marketing contributions; materials; free of charge goods and extended payment terms, as well as allocation of stock.
- In addition to the natural 12-month cycle for price and terms negotiation, to revert to suppliers when appropriate to negotiate extra support, for example, to overcome adverse market conditions; adjust for exchange rate variations and/or provide additional support for specific tastings, events, and customer listings.
- In conjunction with the Head of Buying - Wine and where appropriate, negotiate distribution contracts.
- Establish supplier service level performance expectations and monitor accordingly.

Marketing and PR

- Liaise with the Marketing team planning and organising UK market visits of suppliers and visits to suppliers by journalists, customers and sales team.
- Ensure the Marketing team are kept informed with regard to any budgets, contributions and/or specific marketing activity.
- Implement and monitor FOC and marketing income.
- In conjunction with the Marketing team, ensure that suppliers are kept informed of marketing and promotional activity and that information relating to sales performance before, during and after any marketing activity/trip/visit is communicated to the supplier.
- Work with the marketing team to agree wines to be shown at the various events, competitions, exhibitions and tastings throughout the year and ensure suitable samples are received in good time.
- Work with the rest of the Buying and Marketing teams in the production of annual price list within deadlines.

'Category supplier by proxy'

- Act as category supplier by proxy in the UK market by assisting in sell-through. This may involve, among other activity, accompanying the sales team in the market.
- Provide additional product knowledge and sales support where appropriate in conjunction with Marketing for the category.

Quality Control

- Participate in weekly quality control tastings.
- Carry out ad-hoc quality control tastings.
- Be responsible for any product recall in accordance with the company Serious Incident Management Procedure.
- Deal promptly with any quality issues with the suppliers and ensure in all such dealings that all costs are re-invoiced to the supplier.
- Regularly re-claim the cost of any returns.
- Ensure technical specifications are obtained.
- Agree, establish and monitor a strict product and quality specification across all wines.

Stock control

- Maintain good, close working relationships with the Supply Chain Director and team.
- Ensure that all relevant data for all wines in the category is received from suppliers and communicated to the Supply Chain team.
- Ensure reserves are held at source when necessary and monitor these 'floor-stock' levels.
- React quickly to any unforeseen volume movements – minimising financial and supply risk.
- Ensure that the Supply Chain team are kept informed of all issues relating to stock control including but not limited to, lead times, production schedules, bottling line limitations and any relevant production or dry packaging issues.
- In the course of regular range review, identify any slow moving or overstocked products and initiate appropriate action to remedy this (e.g. bin-end, promotion, special price or return to supplier).

Communication relating to suppliers and wines

- Communicate internally and to the customers any changes to vintages and labels; any out of stock/replacement situations and generally any changes to the published portfolio.
- Take full responsibility for information communicated in Company price lists, including supplementary and bin-end lists.



- Ensure that the company website is fully up to date and accurate with all supplier and wine information.

Market Information

- Ensure that the suppliers and all other interested parties are kept informed of market data. This to include market share; growth and decline of countries, regions, wine styles, grape varieties, retail and trade selling prices and competitor activity.
- Provide suppliers with appropriate sales data, line by line, key new listings, relevant PR and Marketing activity. This will be a constant flow of information and should include assessment of annual plans/terms.
- Monitor sales on a regular basis to identify key performing or underperforming lines and report on how this compares to the UK market.

New product development

- In conjunction with the Head of Buying - Wine, and in line with the Buying strategy, drive new product development.
- Ensure that the market potential of all new products is fully researched and that the style, packaging and format are designed to put Enotria&Coe in a market leading position.
- Deal with all the technical aspects of selection and supply.
- Review, on an ongoing basis, the stylistic trends of the wines and make recommendations as appropriate.
- Guide suppliers towards production of appropriate styles (by customer, market sector, variety).
- Attend wine trade events in order to maintain alternative supplier relationships and to enhance market awareness.

Person Specification

| | <i>Essential</i> | <i>Desirable</i> |
|-----------------------------|---|---|
| Qualifications/ Training | <ul style="list-style-type: none"> • WSET or Sommelier training • Good education | <ul style="list-style-type: none"> • WSET Diploma or Master Sommelier |
| Languages | <ul style="list-style-type: none"> • French | <ul style="list-style-type: none"> • Italian and/or Spanish |
| Knowledge/ Experience | <ul style="list-style-type: none"> • At least 2 years in a Buying role dealing with French wine producers • Trade aware – you will understand & keep up to date with legislation, competitor activity, developments in the trade • Wine Centric – you will have attended trade seminars and aware of news from Decanter, Harpers, Drinks Business and other wine trade press • Customer focused • Excellent telephone manner | <ul style="list-style-type: none"> • Experience in a Buying role dealing with prestigious French producers • Experience in a Buying role dealing with premium Italian producers • Be recognized in the trade of successful management of the category • Sales experience of premium European wines • Sourced wines in trade fairs abroad |
| Skills/ Abilities | <ul style="list-style-type: none"> • Proven negotiations skills • PC skills – Word, Excel, Power Point, e-mail and Internet • Exceptional verbal and written communication skills • Accuracy and attention to detail • Initiative and pro-active approach • Strong communications skills • Strategic thinker – you will have the ability to anticipate problems | <ul style="list-style-type: none"> • Achieved the improvement of sales and margin of premium European wine • Presented or participated as a speaker in trade events |