



Job Title:	Retail Buyer
Grade:	4
Location:	Longleat
Department:	Retail
Reports to:	Head of Retail

Job Summary

Supports the Head of Retail and Head of Commercial Operations in delivering commercially strong, guest-aligned product ranges for Longleat and Cheddar Gorge. Owns day-to-day buying activity, supplier coordination, product development cycles and category performance for assigned ranges. Ensures all products reflect brand, conservation values, heritage and guest expectations, while maintaining consistent stock availability across all retail locations.

Key Responsibilities

Product

- Source and maintain commercially strong product ranges aligned to the buying strategy set by the Head of Retail
- Development of product ranges in line with the retail strategy, budgets, quality & price requirements.
- Review department performance and deliver analytical information on sales, ranging & competitor development, analyzing consumer buying patterns and predicting future trends.
- Maximise the profitability of the retail function through the achievement of budgeted targets relating to sales, stock, margins and markdowns.
- Identify and deliver key sales drivers with planned activity.
- Raise purchase orders, manage intake, and maintain optimum stock levels to ensure continuous product availability.
- Maintain accurate EPOS and product data to support strong stock governance and reporting
- Understand quality and safety standards to ensure all products are compliant.

Support development of bespoke and branded products that reinforce Longleat's wildlife and heritage stories and Cheddar Gorge's adventure and geological themes.

Continuously research new trends, suppliers, and product inspiration to keep the offer fresh, relevant, and guest-focused.

Supplier relationships

- Monitor the performance of supplier base and products to ensure that they meet performance targets.
- Support the Head of retail to negotiate terms and conditions with suppliers to continuously improve cost price, lead times and quality and achieve margin targets.

- Maintain relationships with existing suppliers and source new suppliers for future products.
- Report any significant supply problems to ensure Head of Retail is kept aware of any potential difficulties.
- Ensure all suppliers meet Longleat’s standards for ethical sourcing, sustainability, and product safety.

General

- Support shops in merchandising ranges and build and maintain a supportive working relationship with the retail team.
- Maintain high standards of data accuracy across all systems.
- Challenge existing standards to drive opportunities.
- To act as a brand ambassador for Longleat ensuring that all work adheres to our brand guidelines/proposition and aligns with our vision of a Picture-Perfect site whilst performing the function required.
- Provide product knowledge and seasonal briefs to shop teams.
- Always represent the Company by being smart in appearance and presentable whilst behaving in an appropriate manner in line with our cultural values.
- Be accountable for their own development seeking out opportunities to learn new skills to continuously improve.
- Work in a responsible and safe manner always adhering to Health & Safety, safe working practices and Company Policies and Procedures.
- Such other reasonable duties as and when required by your Line Manager.
- *The above list of duties is not exclusive or exhaustive, and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the role.*

The Ideal Candidate - Knowledge, Experience and Qualifications

Essential

- Purchasing / product development experience within a retail business in a fast-paced environment.
- Proven commercial experience in relatable categories preferably toy, fashion, gift or souvenir ranges. plush
- Must demonstrate a good understanding of the sales environment and appropriate gift ranges for a seasonal, brand specific leisure attraction.
- Experience of price negotiation.
- Experience of managing stock control and budgets.
- Able to create new ranges from scratch and translate new concepts into marketable, saleable products.

Desirable

- Educated to degree level or equivalent

The Ideal Candidate – Key Competencies

Essential

- A passion for product, trend and commercial awareness.
- An understanding for innovation and creativity.

Desirable

- Excellent communication and interpersonal skills.
- Excellent negotiating skills.
- Organises effectively. Able to multi-task and handle multiple projects simultaneously to a high standard.
- Energetic, enthusiastic with a passion for product and range development.
- A keen eye for detail with excellent analytical skills.
- Must demonstrate a thorough and flexibly approach to work and able to organise him/herself and others effectively.
- An effective team worker, able to build and maintain effective working relationships with staff, managers and suppliers.
- Can cope with heavy workload; work calmly under pressure and confident in making decisions.
- Able to thrive in fast paced environment, in which innovation and empowered decision making are encouraged.
- Proactive, commercially focussed and guest focused

Position with the Retail Team

