REPORTS TO:UniShop Manager

SUBORDINATE POSITIONS:Nil

INDUSTRIAL INSTRUMENT:Wollongong UniCentre Services Collective Agreement

SECTION:UniShop

JOB SUMMARY

The creative role of Promotional Planner is to deliver and outline the retail marketing tools, strategies and resources that UniShop intends to use to promote key products during seasonal/promotional business activity.

The role is responsible for developing the UniShop promotional plan as a tool for UniShop to attract customers into the store and increase average spend.

CUSTOMER SERVICE:

1. Plan and Coordinate sales promotions and merchandising plan – ensuring products and cross promotional items are available and displayed appropriately to achieve maximum sell through

2. Build relationships with suppliers and publishers for stock promotion

3. Co-ordinate advertising, Point of sale promotions and marketing collateral in consultation with UniCentre Marketing

4. Maximise and align website, with regular updates on products, services and promotions

5. Communicate to UniShop and UniCentre staff as a whole what promotions are available

6. Keeping displays current and changed on a regular basis

7. Provide and role model exceptional customer service

8. Greet and acknowledge customers in an appropriate manner being aware of cultural sensitivities

FINANCIAL CONTROL:

9. Processing of purchase orders in consultation with team members

10. Monitor sales analysis reports to budget

11. Effectively manage COGS

12. Maximise product categories, sales and margins across UniShop merchandise

PEOPLE AND CULTURE:

13. Work effectively as a team member to ensure the team achieves the outcomes required.

14. Promote and support Unicentre values

15. Treat all peers with courtesy and respect
BUSINESS PROCESS AND INNOVATION:

16. Work with Visual Display Assistant to ensure successful execution of promotions

17. Formulate a quarterly promotions plan for UniShop, E11even and B67 for key events and liaise with suppliers to capture suitable promotions to add to the plan

18. Develop Key Performance Indicators (KPI’s) for each promotion which are to be measured and reported to the UniShop Manager (e.g. Increase in sales volume, sales dollars or traffic in store). The report should include “what worked, what didn’t and what we could do better”

19. Coordinate, support and facilitate staff to ensure successful execution of promotions

20. Provide accurate and prompt feedback to the UniShop Manager regarding activity in your area including a monthly report on activities, promotions including the KPI’s and the measurement of data and outcomes

21. Ensure innovative eye catching in store displays and ensure stock is displayed in accordance with the stores promotional plan, including visibility of the promotional material with the Visual Display Assistant

22. Ensure all paperwork is accurate and completed in a timely manner.

23. Be aware of market trends and adjust displays to remain ahead of competitors

24. Recommend and innovate information for the UniShop website

OTHER:

25. Perform other duties as requested by UniShop Manager

WORK HEALTH AND SAFETY:

26. Maintain a clean and safe work environment while complying with all UniCentre safety policies and procedures

27. Work within guidelines as detailed in the relevant Work Method Statements (SWMS).

28. Report all workplace accidents and hazards to your supervisor. Implement immediate action for identified hazards if able to do so safely.

29. Participate in workplace consultative meetings as required and recommend improvements to relevant Work Method Statements.

30. Ensure that all tasks are conducted in a manner consistent with the Work Method Statements.

Signed: ___________________________ Date: ____________
Employee

Signed: ___________________________ Date: ____________
UniShop Manager
PERSON SPECIFICATION

1. Demonstrated advanced level of organisational and administrative skills
2. Highly self-motivated and proactive with a good attention to detail.
3. Extremely organised and possess exceptional communication skills
4. Ability to develop promotional plans and appropriate KPI’s to measure the success/failure of campaigns
5. Ability to develop Promotional plans to increase sales, measure the success of targeted strategies and report to Management on what worked and what we could do better
6. Demonstrated computer skills including MS Office applications and other internal software.
7. Demonstrated high level of problem solving skills, including confidence in reacting to unexpected operational issues through to resolution.
8. Demonstrated experience in an administration role.
9. Excellent written and verbal communication skills with the ability to deal with people at all levels of seniority in an organisation
10. Ability to manage conflicting priorities and work deadlines in a calm and measured manner.
11. Excellent attention to detail and personal presentation.
12. Ability to work some flexible hours to meet business demands.