

JOB DESCRIPTION

Job Title: Travel Retail London Sales Development Co-ordinator

Responsible to: Travel Retail Regional Manager

Main Role:

- Ensuring the fragrance business for Aspects Beauty within Heathrow, Gatwick and Stansted, is growing in line with Brand Owner expectations.
- The key responsibility of this role is to represent the various brands and brand owners of ABC in all aspects relating to retail and wholesale sales in the field.
- To achieve and exceed retail sales and productivity targets according to company and corporate guidelines.
- Work alongside consultants and agency teams working with Aspects to maximize sales and achieve targets.
- To lead by example and work on fragrance launches, promotions and on local events as required.
- Offer support for any training needs and inspire LHR, LGW,STN as whole, during fragrance launches and promotions, ensuring that targets are achieved.
- To be part of a highly flexible retail sales team, responding to the needs of the business.
- Work both independently and as part of a team.
- To create a journey plan effective in ensuring all priorities are dealt as appropriate and is clearly documented on Outlook with at least 8 weeks in advance.
- To provide supreme customer care and ensure the team does the same.
- You will be actively supporting the compliance audits and backup photos required for all Stores in your designated Airports.
Implement all marketing actions and brand owner requirements.
- Your working pattern will need to meet the needs of the business, weekends, late and early start will be required.
- Act as an ambassador for Aspects Beauty and to always represent the Company in a professional manner.
- To coach and inspire agencies staffing during new launches and promotions and leading by example, to ensure optimum productivity is achieved.
- Report feedback and results to Regional Manager (RM) as requested.
- To work in conjunction with the RM to avoid duplication of workload and seamlessly provide support.

Key Tasks	Performance Criteria
1. Represent The Various Brands and Brand Owner	<ul style="list-style-type: none"> ▪ To act as a brand ambassador and ensure effective communication of brand values both internally and externally. ▪ To ensure that the Stores are always in good order, and that you can welcome a brand owner visit at any given time.
2. Leading by example and achieve and exceed sales targets	<ul style="list-style-type: none"> ▪ Be a confident salesperson. ▪ Achieve and exceed sales Target set by your RM per Terminal, Brand and Airport. ▪ To inspire and motivate store staff and agency staffing to achieve their potential, as well as staff in non-consultant outer stores. ▪ From time to time, you may need To visit other stores (when asked by your RM), outside your regular stores, to meet in store/agencies staffing when a new launch may occur. ▪ To drive these results both individually and through teamwork with consultants / agencies and Dufry staff to achievement of required results. ▪ To lead by example and work alongside consultants in store to demonstrate expected level of customer service and selling skills to reach specified targets. ▪ Achieve AUS and ACP targets by Airport / Terminal agreed with your RM.

	<ul style="list-style-type: none"> ▪ Effectively link-sell across all Brands and ensure proportional growth year on year. ▪ Offer sales assistance to store generic staff/agencies to aid effective sales.
3. Promotional and special event plans	<ul style="list-style-type: none"> ▪ To attend and support promotional training meetings and training for all agency staff. ▪ To be present for the first day of promotions within each terminal where possible and lead from the front in traffic stopping and customer approach to ensure all targets are achieved and customer service levels are at an optimum. ▪ In conjunction with RM, plan local promotional activity and events in order to increase sales, customer recruitment and productivity. ▪ To be evidenced by increased retail sales, achievement of targets and increased AUS and ACP. ▪ To check that all promotional collaterals are received in store and inform your RM if any problems.
4. Effective Journey Planning	<ul style="list-style-type: none"> ▪ To create a journey plan effective in ensuring all priorities are dealt as appropriate and is clearly documented on Outlook with at least 8 weeks in advance. ▪ Agree and update any changes with RM and submit as per agreed date.
5. Ensure a well-trained, informed team as appropriate	<ul style="list-style-type: none"> ▪ In the absence of more senior staff on site, and working collaboratively with other Consultants if present, inspire, train, monitor and manage agencies staffing during launches and promotions to ensure optimum productivity is achieved and grooming guidelines and other expectations are met. ▪ To inspire and motivate generic staff to achieve their potential, in non-consultant outlets stores. ▪ Positive communication skills with good diction. ▪ Confident, flexible, and motivated approach. ▪ Friendly and outgoing. ▪ To ensure all staff provide supreme service and ultimately to drive sales with excellent customer care at the heart of our Company.
6. Training and product knowledge	<ul style="list-style-type: none"> ▪ Maintain up-to-date knowledge on all products. ▪ Organise training meetings and exercises for agency teams prior to new launches and promotions. ▪ Read and assimilate all training materials. ▪ Complete all quizzes and tests within deadline. ▪ Support Consultants with online training materials where needed. ▪ Discuss any additional personal or team training needs with RM.
7. Stock management	<ul style="list-style-type: none"> ▪ Work with the terminal stock shops and RM to ensure optimum stock levels are available at all times in all stores to achieve retail targets and to maximize sales and productivity targets. ▪ Ensure stock is received in store prior to promotions. ▪ Ensure correct procedures are followed to rectify stock shortages. ▪ Immediate communication of any problems to RM.
8. Marketing	<ul style="list-style-type: none"> ▪ Read and assimilate all sales and marketing material to maximise effectiveness and output. ▪ Use store contacts to maximise opportunities.
9. Merchandising	<ul style="list-style-type: none"> ▪ Ensure all products are well merchandised according to Brand guidelines across Consultant and Non-Consultants outlets stores. ▪ Ensure counters and shelving are cleaned and well maintained. ▪ Ensure availability and cleanliness of testers at all times and order testers where needed. ▪ Ensure GWP's and additional items supplied are used and displayed as

	<p>directed.</p> <ul style="list-style-type: none"> ▪ Ensure lightboxes are up to date and POS is used effectively and in date, communication of any problems to your RM. ▪ Merchandising space, location and brand adjacencies are particularly important in protecting the brand image of the various brand franchises. ▪ Ensure both you and consultants are able to follow merchandising guidelines and if necessary, train as appropriate.
10. Develop good in-store relations	<ul style="list-style-type: none"> ▪ Display a positive attitude towards the Company, the brands and store. ▪ Gather monthly in store ranking info, to consistently working towards company objectives ranking. ▪ Knowledge of in-store systems and personnel. ▪ Be reliable, courteous, and committed. ▪ Work to achieve strong relationships with Beauty Leaders and use contacts to maximise opportunities. ▪ Ensure you work towards building a good relationship with Consultants/ BAs to ensure you all work as one Team.
11. Develop Outers Stores	<ul style="list-style-type: none"> ▪ Maximize in Store sales for Terminal Outer Stores. ▪ Build strong relationship with the Team. ▪ Ensure optimum stock levels and testers at all times. ▪ Ensure all products are well merchandised. ▪ Seek all opportunities to grow this side of the Business. ▪ Where possible discuss with your RM, future Business developments for the growth of the Business in this area.
12. Communication	<ul style="list-style-type: none"> ▪ Maintain regular communication with your RM. ▪ Regularly access the ABC website, extranet, Facebook page, and other social media to keep abreast of developments and information contained within. ▪ Timely completion of weekly and monthly Stores impactor reports and sales information and forwarded to your RM.
13. Reflect company standards and image at all times	<ul style="list-style-type: none"> ▪ Adherence to company grooming guidelines. ▪ Always wear uniform/ agreed promotional clothing. ▪ Maintain clothes, shoes, hosiery, etc, in good condition. ▪ Full make-up and manicure appropriate to company image. ▪ Hair clean and well groomed. ▪ Positive, flexible, and motivated approach. ▪ Positive attitude to customers and colleagues. ▪ Ensure others within team adhere to company standards at all times.
14. Administration	<ul style="list-style-type: none"> ▪ To work within agreed budgets and company sustenance guidelines when planning meetings, journey plan and claiming expenses. ▪ To ensure expenses claims are made within specified deadlines. ▪ Timely completion and submission of personal administration as appropriate. ▪ Maintain up-to-date information in account files.
15. Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> ▪ At all times, respect and follow the employment laws relating to staffing, health & safety in the workplace and the company's duty of care to their employees.
16. Other Responsibilities	<ul style="list-style-type: none"> ▪ Carry out such related tasks as may from time to time be required commensurate with the post. ▪ From time to time, you may be required to escort visitors, new starters. or agencies staffing.

Signature:

Name:

Date: