

Job Title: Retail & Beauty Assistant
Reporting to: Head of Retail, Beauty and Services

September 2017

Main Role

The key responsibility of the Retail & Beauty Assistant is to assist the Head of Retail, Beauty and Services (HRBS) in all day to day aspects of their role. The role will include administrative and clerical tasks, prospecting new business opportunities, making appointments and telephoning accounts when required.

The candidate will be required to develop an in-depth knowledge and understanding of the brands as well as the National Accounts, developing strong interpersonal contacts within the various organisations and an understanding of how the retailers operate, their processes, their strategies and new store initiatives and formats.

The candidate needs to have an excellent command of the English language, both spoken and written and an intermediate to advanced knowledge of Microsoft Excel, PowerPoint and Office. It is preferable (but not essential) to have a driving license and a car.

Tasks	Performance Criteria
1. Represent the Various Brands and Brand Owners of the Beauty & Services Division	<ul style="list-style-type: none"> • To assist the HRBS in new product launches, forthcoming promotions and strategies on behalf of the Brand Owners to secure opening orders. • To assist the HRBS in ensuring brand exposure is of top quality and maintain suitable stock levels in the trade. • To act as a brand ambassador and ensure effective communication of brand values both internally and externally.
2. Area Sales Managers	<ul style="list-style-type: none"> • To check journey plans with area profiles to ensure maximum efficiency in the field and informing the HRBS of any concerns in relationship to best practices. • To work with the HRBS on ASM incentives and then create spreadsheets and targets accordingly, communicating them to the team and monitoring performance weekly. • To work with the London Sales Manager and Staffing Manager on collation of information required for our service partners' brands, often on queries which arise when senior management may be unavailable. • To check holiday requests and put them in the HRBS's calendar ensuring there is minimum crossover and important meetings are always avoided.

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<p>3. National Accounts – Beauty & Beauty Base</p>	<ul style="list-style-type: none"> • To be the first administrative point of call for day to day queries. • To monitor sales performance weekly and create sales vs target tracking spreadsheets and graphs. • To deal with order queries for all accounts managed by the HRBS for the Beauty Service Division (BSD) brands. • To monitor and manage stock levels when required. • To work with the marketing department on in-store merchandising. • To work with the marketing department on in-store launches and promotional implementation. • To deal with and organise any training needs for National Accounts liaising with the National Trainer • To deal with order queries for Beauty Base and to liaise with them regularly on their budgets vs orders. • To chase orders on basic business. • To chase Beauty Base retail monthly by the deadline required • To create agendas for meetings when required and collate information required for those meetings. • To take notes in meetings when required. • To chase appointment requests when required. • Completion of New Line Forms and Promotional Nomination forms on behalf of the HRBS. • To regularly update Promotional and KPI Calendars for the National Accounts within the division, which should incorporate sales, marketing programmes, specific store plans and strategic intent. • Raise PO's for promotional Gate Fees when required and only when requested by the HRBS. • Raise Promotional Pricing Forms.
<p>4. Retail Sales & Targets</p>	<ul style="list-style-type: none"> • To monitor retail sales by account against targets to ensure that we are delivering the required level of sales. • To identify trends and areas of opportunity/weakness that need addressing and inform HRBS of this information regularly. • To review targeting sheets vs projections and inform the HRBS of any issues or changes that should be amended and to liaise with the relevant ASMs on the points raised to ensure target sheets always reflect accurate targeting and data.

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5. Cost Shares	<ul style="list-style-type: none"> • To complete cost share request forms for promotions and chase answers and gain written agreements. • To assist in completion of annual cost share requests. • To ensure changes in cost shares are reflected on the PO log via auditing when requested.
6. Supporting New Beauty Business	<ul style="list-style-type: none"> • To play a key role in the introduction of new brands to the BSD, carrying out frequent store visits to take photographs to be saved into Egnyte, check merchandising and stock levels, evaluate promotions, meet and discuss needs with store staff. • To become the eyes and ears in the field for the HRBS and provide regular and detailed feedback on findings and suggestion for improvements. • To actively scout for new distribution opportunities.
7. Merchandising	<ul style="list-style-type: none"> • To work closely with the Head of Creative and the marketing team to ensure that merchandising is of best standard. • To promote and protect our brand images at point of sale (POS). • To follow all guidelines in accordance with the brand merchandising guidelines and report any concerns to marketing/creative teams. • To ensure duratrans in lightboxes are up to date and that POS is being used effectively in Beauty Base stores.
8. Online	<ul style="list-style-type: none"> • To check pricing and imagery on all accounts websites that BSD covers and ensure follow-up on any issues are dealt with swiftly. • To check websites for promotions and launches and screen shot relevant pages for Brand Owner use.
9. Market Awareness	<ul style="list-style-type: none"> • To maintain market awareness regarding information on developments in their sector, opportunities for new distribution and expansion, competitive information etc. • To have awareness of opportunities for publicity, promotions, demonstrations and activity evidenced by a full and rich programme of in-store and external activity, to be agreed with marketing and in line with company strategy.

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10. Promotional Staffing and Incentives	<ul style="list-style-type: none"> • To liaise with ASMs on promotional staffing for promotional activity and ensure cover is booked, briefed and trained. • To assist the HRBS with the PO log and ensure we are always within budget, highlighting any issues to the HRBS. • To ensure incentive schemes have been agreed and communicated. • To monitor and update performance weekly with a weekly motivational email sharing top performer for the incentive. • To work with groups on incentive programmes for their own staff, organise with Marketing Managers and ensure to communicate effectively with the groups to finalise incentives. • To monitor effectiveness of these incentives and create a tracker to update everyone weekly on the performance of such incentives.
11. CRM Programme	<ul style="list-style-type: none"> • To become an active member of the CRM team. • To update retailer contact details when necessary.
12. Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> • To respect and follow employment law relating to staffing, health & safety in the workplace and the company's duty of care to their employees at all times. • To act responsibly when using your own car for business use demonstrating care of driving and not to use mobile phones when the engine is running.
13. Administration	<ul style="list-style-type: none"> • To complete and submit all personal administration e.g. expenses, accurately and neatly and ensure that they are completed in line with current procedures and submitted on time.
14. Other Responsibilities	<ul style="list-style-type: none"> • Ensure that good working relationships with internal and external customers are developed and maintained. • Communicate with tact, discretion and sensitivity to maintain confidentiality. • Work to achieve personal, departmental and organisational objectives. • Carry out such related tasks as may from time to time be required commensurate with the post.

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SUMMARY

The role of the Retail & Beauty Assistant for the Retail, Beauty & Services Division of Aspects Beauty Company reports directly to the Head of Retail, Beauty & Services. It is a new role in recognition of the growing importance of this new division, as much as its breadth and complexity across multiple categories. The brands involved are in categories that are new to Aspects Beauty and so therefore the successful candidate should be able to demonstrate a broad experience across a wide range of Health & Beauty products and channels of distribution. The role involves regular contact with the Area Sales Managers, Sales and Marketing Departments, and the National Training Manager as well as communication with the SNAMs of the Company to ensure that everyone is aware of the Beauty & Services Divisional objectives and performance.

Signed: _____

Dated: _____