

## About us...

Lincolnshire



Lincolnshire Co-op, based in the historic city of Lincoln, is one of the most successful and progressive independent co-operatives in the country, with an annual turnover in excess of £300 million.

## Essential Information – what you need to know

### Job purpose:

- Creating and executing effective trading strategies and plans which will deliver budgeted sales, net profit and margin across accountable categories and channels including accountability for stock, effective sell through, product lifecycle and transition management.
- To define category roles, plans and merchandising strategies based on format principles, customer shopping missions and insights to optimise sales, margins and own-brand participation.
- To implement effective promotional plans, aligned with format blueprints for consistent execution.
- To collaborate with Category, Food/Pharmacy Store operations and the wider business to achieve commercial objectives.

### You'll report to:

- Head of Commercial

### Your hours

- 39 hours per week.

### Your relationships:

- Colleagues within the merchandising team, including operational management.
- Colleagues from across the wider food store teams.
- Colleagues within the wider organisation which include People Services, Health & Safety, Learning & Development, Format and Proposition etc.
- Customers at all levels and partners from our local community groups.

### What you'll bring to us:

- Previous experience in a category development or merchandising role in convenience retailing is desirable.
- Proven ability in building relationships both internally and externally.
- Experience in improving business performance and budget delivery.
- A pro-active nature with a willingness to investigate problems and suggest solutions.
- Proficient in the use of Office 365 (Outlook, Word, Excel, etc.).
- Proficient in the use of CAD and micro space management systems e.g. JDA, Intactix etc.
- Hold a full driving licence and access to a vehicle for business use.



**Providing and supporting**  
valued services



**Helping to grow the**  
local economy



**Caring for our**  
health and wellbeing



**Looking after**  
our local environment

## Together we are...

**Your Purpose** – I will contribute to my team and the Society’s ongoing success in this role by...

### Your duties and responsibilities

- Managing range and promotional planning to achieve sales and margin targets while aligning with the Society’s values.
- Developing category roles with the Format and Proposition team to optimise store formats and customer missions.
- Conducting category reviews to refine ranges, drive local sourcing opportunities, and enhance performance.
- Working with Buying and Space Planning teams to implement effective sourcing, pricing, and supplier strategies.
- Executing the Co-op own brand strategy within range hierarchies and planograms.
- Providing insights on category performance, market trends, and strategic recommendations to improve trading.
- Monitoring waste, adjusting ranges, and advising stores on reduction strategies.
- Overseeing supplier performance, ensuring quality and availability, and escalating concerns where necessary.
- Leading the merchandising team in forecasting, allocation, and stock optimisation for promotional and seasonal ranges.
- Managing category pricing to maintain a competitive market position.
- Identifying and implementing improvements to maximise range performance and commercial success.
- Engaging stakeholders across business functions to ensure commercially viable and operationally sound trading plans.
- Ensuring compliance with governance on sell-through management, margins, and operational costs.
- Supporting major cross-functional projects and business-wide change initiatives.
- Translating product and customer strategies into effective category trading plans.
- Driving continuous improvement by reviewing trading outcomes and refining strategies.
- Overseeing sales forecasting and strategy planning to maximise profitability.
- Managing performance reporting to track category health and progress.
- Developing a high-performance culture in line with the Society’s values.



## Together we are...

- **Helpful** – we'll look for ways to make a difference
- **Inspiring** – we'll help everyone be the best they can be
- **Trustworthy** – we can be relied on

## Your Approach – how you will contribute to your team and the Society's ongoing success in this role.

### I will be helpful by:

- Responding positively to requests from colleagues and customers.
- Trying to get it right first time.
- Resolving customer complaints and take corrective action.
- Sharing my knowledge with my colleagues.
- Offering to help before being asked.
- Going above and beyond.
- Contributing to the team and its success.

### I will inspire others by:

- Supporting and encouraging one another.
- Being a positive role model.
- Listening and learning from my colleagues and line manager.
- Building strong relationships with customers and colleagues.
- Suggesting new ideas and trying new things.
- Taking pride in my work and celebrating success.

### I will be trustworthy by:

- Using good judgement in all situations.
- Being open and honest.
- Take responsibility for my work and delivering positive outcomes.
- Treating everyone fairly and with respect.
- Doing my best for each other and our communities.



## Your behaviours

- Adhering to Principles and Values** – responding suitably to values-led decisions
- Presenting and Communicating Information** – translating information appropriately
- Relating and Networking** – sharing knowledge to develop and learn from others
- Working with People** – building a strong and adaptable team

### Your Behaviours – how you will contribute to your team and the Society’s ongoing success in this role.

<b>I will adhere to the principles and values of the Society by:</b>	<ul style="list-style-type: none"> <li>- Being honest, transparent and consistent in all actions and communications.</li> <li>- Treating others with dignity and respect, valuing their diversity and different perspectives.</li> <li>- Listening actively and consider the opinions of others.</li> <li>- Taking accountability for my actions and decisions.</li> <li>- Fostering a spirit of teamwork, co-operation and positive relationships.</li> </ul>
<b>I will present and communicate information clearly by:</b>	<ul style="list-style-type: none"> <li>- Tailoring my communication to the level of understanding and background of the audience.</li> <li>- Paying close attention to others when they speak.</li> <li>- Providing examples to illustrate complex concepts to make my message more relatable.</li> <li>- Encouraging feedback and questions from colleagues to clarify understanding.</li> </ul>
<b>I will build a network of customers and colleagues by:</b>	<ul style="list-style-type: none"> <li>- Offering value to my network by sharing relevant insights, information, or resources.</li> <li>- Fostering genuine relationships by demonstrating authenticity and integrity in my interactions.</li> </ul>
<b>I will work collaboratively with my colleagues by:</b>	<ul style="list-style-type: none"> <li>- Demonstrating an interest in and understanding of others.</li> <li>- Recognising and rewarding the contribution of others.</li> <li>- Listening and consulting with others and communicating appropriately.</li> <li>- Supporting and caring for colleagues.</li> <li>- Developing and openly communicating self-insight such as an awareness of own strengths and weaknesses.</li> </ul>