

Horticulture New Product Development & Range Curator



Company: Worfield Plants

Location: Worfield, Shropshire

Contract Type: Permanent, Full Time

Job Description:

Established in the 1960s, Boningale Limited has grown to become one of the leading suppliers to the British landscaping industry. The business is made up of three distinct brands Boningale Nurseries, Viridis Plants and Worfield Plants, each focusing on a particular target market and demographic within the industry.

Worfield Plants are passionate about plants, curating quality plant ranges and promoting them through engaging content on our domestic facing Web Shop and social media channels.

We are seeking an experienced individual to give guidance and direction by curating a strong and successful range of offers to be marketed throughout our multi-channel marketing platforms and further marketing opportunities.

The ideal candidate will be an enthusiastic and experienced individual with an excellent track record.

Responsibilities:

- Agree revenue targets with the Sales and Marketing Director.
- Agree purchasing requirements with Supply Chain Director
- Continuously appraise the business strategy and challenge the team to deliver against all revenue streams and budget.
- To lead a process of continuous improvement across the range for the benefit of the business unit.
- Timely product availability view and forward campaign and offer planning.
- Identify and develop new business opportunities and collaborations.
- Identify the product range and continually appraise and adapt the offer to match the market research and demand.
- Ensure KPIs are achieved or that corrective actions are taken, and recovery planning is implemented.
- Agreed reporting with your line manager and frequency.

Required Attributes:

- Highly organised having the ability to prioritise and allocate time effectively.
- A self-motivated individual who can work under pressure to multiple fixed deadlines in tandem.
- Strong communication and interpersonal skills, being able to communicate at all levels of the business.
- Confident with compiling and understanding analytical data & problem solving.
- Broad range of plant knowledge
- Knowledge and understanding of E-Commerce.
- Ability to project manage and co-ordinate resources.
- Customer Focused
- Excellent team player.

If you have the required skills and experience to join our team, please email your CV with covering letter to jenny.ward@boningale.co.uk quoting vacancy reference 22/017

No agencies please.