



## **The Company**

FitFlop is a booming new shoe company, launched in 2007 after Marcia Kilgore (also founder of the Bliss Spa Group and the Soap & Glory Cosmetics Company) collaborated with expert biomechanists Dr David Cook and Darren James of London South Bank University to create the ultimate function forward leg-muscle loading sandal. Four years (and over 10 million pairs sold) later, FITFLOP is a phenomenon. The original, patent-pending Microwobbleboard™ midsole is now engineered into an all-weather range of sandals, slippers, sneakers, clogs, boots and shoes, is sold in 52 countries, and is the fastest-growing function-meets-fashion footwear brand in the world.

For further information, please visit our website [fitflop.com](http://fitflop.com)

**The role:**                      **Web Merchandiser**

**Reports to:**                    **Head of Digital**

Through effective management of stock and replenishment, ensure the FitFlop on-line channel maximises its sales and customer service levels. Working with team members in planning, procurement and supply chain, identify and respond to customer demand for products ensuring the on-line channel sales targets are profitably met. Communicate all product related information to colleagues in the digital marketing and web maintenance teams to ensure all new lines are promptly added to the system.

## **Main Tasks**

- Seasonal planning of sales and stock to ensure sufficient stock is bought to maintain availability and maximise sales; achieving budget sales and margin
- Order stock and manage intake and delivery schedule
- Oversee inventory, investigate and correct stock discrepancies
- Manage stock clearance through seasonal and ongoing sales
- Liaising with the warehouse to facilitate smooth and efficient product movement
- Ensure current products are online and information is accurate and up-to-date
- Meet the online sales targets through stock management and ensuring management of fast and slow selling lines
- Using in-house systems and web CMS, produce daily and weekly reports for buying team to identify sales opportunities
- Work with the marketing team to leverage store, advertising and PR activity.
- Maintain records of sale or return stock and carry out stock transfers
- Analyse and forecast sales and stocks for relevant markets making recommendations for action
- Manage the production & analysis of weekly, monthly and seasonal review packs.
- Liaise with the buying and marketing teams to ensure product is available on line.
- Measure performance against plan, identifying trading risks & opportunities.
- Reforecast sales, transactions and returns monthly
- Oversee allocations ensuring sufficient stock is allocated to sites in line with gross sales plans.
- Produce historical analysis to support planning decisions and to influence the mix of product on line



**Your Qualifications/Experience/Skills:**

**Skills & Experience**

- The candidate will be educated to degree level or equivalent
- Able to demonstrate strong computer literacy with particularly in MS Excel
- High level of numeracy; commercial and product focussed.
- Experienced in online/catalogue merchandising at Junior/Merchandiser level
- Able to work autonomously with superb organisational skills, as well as an understanding of the requirements of working within a rapidly growing company which has to adapt and make decisions quickly
- Strong communication and interpersonal skills
- Excellent attention to detail and ability to plan and organise a large workload

**Location:       FitFlop Head office, Putney, West London**