

JOB DESCRIPTION

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| Job Title: | Product Executive |
| Hours: | Full Time |
| Location: | Central Office |
| Reports to: | Product Manager |
| Date: | January 202 |

JOB PURPOSE

Based in our Central Office in Farnham, you will assist in the delivery of department strategy across three categories: Optical frames, Sunglasses and Accessories. Reporting to the Product Manager, you will work with all Leightons Opticians & Hearing Care branches and the Central Office team to ensure that the estate is stocked with the right product to maximise sales, key information is shared and the product department is running efficiently and effectively day to day.

PRINCIPLE DUTIES AND RESPONSIBILITIES:

Product

- Assist in selecting and delivering product across the optical, sunglass and accessories categories
- Regularly communicate with suppliers, sourcing product and requesting/sharing information as required
- Keep an eye on emerging eyewear and accessories trends

Marketing

- Work with Product manager and Marketing team to deliver product marketing strategy (both in-branch and on digital platforms)
- Work with the Digital marketing team to maintain the Leightons website
- Develop and maintain the Product Area within our company intranet
- Source product information, photography and SM/Digital content from suppliers

Leightons own-branded product

Work with Product Manager on sourcing, development and delivery of:

- Leightons own-branded Frames and Sunglasses
- Leightons own-branded Cases, Cloths and Accessories

Product Training, working with our Learning & Development Team

- Assist in the development, delivery and maintenance of the product training calendar
- Source required content, through suppliers and research

- Liaise with branch teams on training requirements

Branch Visits

- Both with the Product manager and alone, carry out branch visits across the group, to maintain positive communication between the Product Department and branches, monitor displays and identify potential opportunities and issues

Branch Development

- Join with multiple departments to plan and deliver successful refits, new location openings and other company initiatives

Key Skills/ Knowledge

- Skilled in Microsoft Powerpoint and Adobe PDF
- Experience in Google Workspace beneficial
- Experience in Adobe CC (Photoshop, InDesign) beneficial
- Experience in retail merchandising beneficial
- Optical industry experience not essential

Key Attributes:

- Organised, with excellent time management skills
- Great communicator
- Adaptable
- Creative thinker, happy to share ideas
- Thrives as part of a team
- Motivated and eager to learn
- Keen interest in fashion/eyewear/accessories trend