# BRANCH MERCHANDISER - CHELTENHAM

## WHO WE ARE

Superdry have been making world-class product for over 20 years, and we're proud of it. Our mission is to inspire and engage the contemporary style-obsessed consumer, whilst leaving a positive environmental legacy.

Together with our CEO, we have built a brand that has cut through the global apparel market at record speed, taking market share from brands that have existed for decades.

Our brand direction has never been stronger, evolving American Prep to resonate with a new generation of customers.

We are now on an exciting journey having reset our brand returning to our design-led roots and we are looking for talented people to join us.

## THE ROLE:

As a Branch Merchandiser at Superdry, you'll make sure every store has the right product, in the right sizes and depth, at the right time. You'll own allocation and replenishment across our store estate, using sales and stock data to grade stores, plan intake and react quickly to how each branch is trading. Working closely with Merchandising, Retail Operations and our warehouses, you'll drive store availability and full-price sell-through while keeping store stock healthy.

## YOU WILL:

- Own the allocation and replenishment strategy for your category across the store estate
- Set and review store grades, clusters, size profiles and presentation minimums
- Plan the phasing of intake into stores, making sure new lines launch with the right depth and size balance
- Monitor store sales, stock and cover weekly and act on under- and over-stocked branches
- Manage inter-branch transfers and stock recalls to put stock where it will sell
- Maximise store availability on best sellers and protect key sizes
- Support markdown and promotion planning at store level to clear aged stock
- Build and share clear store-level reports on availability, sell-through and cover

- Partner with Merchandisers and Buyers to feed store insight into range planning and buy depth
- Work with Retail Operations and store teams to understand local trading and space
- Work with the warehouses and Allocation team to resolve stock flow and delivery issues
- Look for ways to improve and automate allocation and replenishment processes

## YOU ARE:

- An experienced Branch Merchandiser, Allocation Analyst or Assistant Merchandiser, ideally in fashion retail
- Experienced in store allocation, replenishment and store grading
- Commercially aware, with a strong understanding of availability, sell-through, cover and markdown
- Highly numerate and analytical, able to turn store data into clear actions
- Advanced in Excel and comfortable with allocation, ERP and BI systems
- Familiar with how stores trade and how space, location and customer affect performance
- Organised and able to manage several priorities against tight intake deadlines
- Accurate and detail-focused, with strong control of stock data
- Proactive in spotting store-level risks and opportunities and acting on them quickly
- A confident communicator who can build strong relationships with store and head office teams
- Able to influence Merchandisers and Buyers with clear, data-led recommendations
- A collaborative team player who enjoys improving the way things are done