THE ROLE

Brand Specialists are passionate about fashion, visual merchandising, driving sales and customer service! They are allocated to each of the Brands within an OUTFIT store and hold a Top Level Sales Advisor position.

They are essential to an OUTFIT store as they drive the Brand’s visual standards and provide expert product knowledge to customers. They must know all the facts and figures for their brand. They drive the stores to achieve sales targets, maximise profit and maintain the Brand’s high standards!

RESPONSIBILITIES

• Representing OUTFIT by demonstrating passion and an in depth knowledge of the Brands and the business
• Providing outstanding customer service for their Brand and other areas of the store
• Exceeding customer’s expectations and is a benchmark for excellence for the team
• Creating a strong visual impact for the Brand by creating displays, whilst maintaining the Brand’s image and style
• Having a global view of the store and making commercial decisions using Company financial reports
• Actioning instructions from the Brand, for example floor layout changes and promotions, and keeping up to date via newsletters and emails
• Keeping the Management Team informed about Brand communications
• Understand how to maximise sales and profit on the Brand
• Maintaining the store’s high retail standards to model store standards and implement an effective replenishing system
• Developing the Brand support team to their full potential with the use of competency guidelines
• Maintaining a positive business partner relationship with the Brand contacts
• May gain key holding and duty management responsibilities

KEY SKILLS AND BEHAVIOURS REQUIRED

• Passion for OUTFIT, the Brand and fashion retail!
• Commercially minded with a visual flair and is able to piece together displays and outfits
• Possesses excellent customer service and people skills
• An analytical mind, attention to detail and the ability to utilise sales reports to maximise sales and profit
• Flexible and able to adjust priorities to meet the needs of the business
• Confidence to challenge and influence where appropriate
• Self motivated and drives own development
• Proactively drive and motivate the team to achieve results
• Finally, an OUTFIT Brand Specialist must be able to work as part of the store team and also be able to build relationships with Brand contacts and maintain the Brand’s style and image within OUTFIT

Management experience within a fashion retail environment is desirable