

THE UNIVERSITY OF MANCHESTER  
PARTICULARS OF APPOINTMENT  
PROFESSIONAL SUPPORT SERVICES  
DIRECTORATE OF ESTATES  
DIVISION OF UNIVERSITY CATERING - FOOD ON CAMPUS  
MERCHANDISER  
VACANCY REF: PSS-10413

**Salary:** £29,905 per annum (pro rata)  
**Hours:** 20 Hours  
**Duration:** Permanent  
**Location:** Various Locations, Manchester

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**Enquiries about the vacancy, shortlisting and interviews:**

Manager: Alison Shedlock

Email: [Alison.Shedlock@manchester.ac.uk](mailto:Alison.Shedlock@manchester.ac.uk)

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**Overall Purpose of the Job:**

Ensuring that merchandise is displayed with appropriate creative flair, optimising signage and shelf placement, and that staff are suitably skilled and knowledgeable - thereby maximising sales potential across the FoodOnCampus (FOC) operation; liaising both with suppliers to plan the product ranges and developing customer-led commercial ranges, and with Marketing and FoodOnCampus Managers to oversee the cohesive approach to continuously effective merchandising across the business.

**Key Responsibilities, Accountabilities or Duties:**

**Strategic**

- *Develop and evolve the FoodOnCampus product ranges, providing informed judgement on merchandising implications and requirements for each new product and ensuring they are rolled out consistently and effectively across all outlets*

**Operational**

- *Develop and implement signage and product display audits regularly across all outlets, and working with colleagues to resolve issues that may arise as a result of these audits*

- *Ensure new products are launched at the correct outlets and reach the customer exactly as conceived, whilst working with suppliers and FOC Managers to ensure that new products are optimally displayed to the customer to maximise sales potential.*
- *Produce and implement merchandising plans for all food outlets including setup, plan-o-gram execution (where appropriate), along with the stocking, fronting, facing and rotating of products.*
- *Undertake promotional campaigns working with the FoodOnCampus Marketing Officer, staffing exhibition/trade stands promoting products to potential clients and customers*
- *Design, produce and distribute 'Point Of Sale (POS)' advertising material, signage, menus and web content relating to Food offers, in liaison with Food Marketing Officer*
- *Monitor the sales mix for all outlets ensuring maximum profitability is achieved.*
- *Record and gather information on customer reaction to products, undertaking interviews to provide informed marketing and product decisions and recommendations.*
- *Collate and analyse data from the stock control and EPOS systems to support the operation of FOC outlets, and to assist with the physical counting of stock when required*
- *Participate in staff meetings in support of managers as agreed and, as appropriate, guiding and supporting colleagues for professional communications, follow-up actions and feedback*
- *Maintain an up-to-date knowledge and awareness of H&E facilities and services, and promoting them during all client communications and interactions*
- *Undertake responsibility for Hygiene, Health and Safety within scope of own job role and to remain vigilant at all times, taking appropriate actions and/or promptly reporting any 'health hazards' encountered across the University to the relevant colleague/s*
- *Work and liaise effectively and supportively with all H&E colleagues in the interests of contributing to a professional work environment*
- *Assist across the operational boundaries within Hospitality & Events as and when agreed, in-keeping with the role and/or working development opportunities*

### **Development**

- *Develop training materials and reference material to support the training of staff Maintain an up-to-date knowledge and awareness of the latest retail trends, aiming to introduce the latest cutting edge merchandising ideas from the High Street into FoodOnCampus.*
- *Assist with organising and delivering presentations, demonstrations and 'on job instructional training', aimed at ensuring continually effective merchandising to maximise sales through enhancing and maintaining staff knowledge and skills*
- *Train front line facing FOC staff on new products and promotions instilling enthusiasm and working with outlet manager/s not only to optimise product placement, but also to ensure staff's product awareness and knowledge prior to the launch of a promotion*
- *Contribute towards a 'continuous improvement' ethos across UMC Ltd, raising awareness amongst the teams for emerging/developing service industry and broader business considerations, also for product development and service initiatives, identifying opportunities for improving revenue and profits*

## **PERSON SPECIFICATION**

### **Essential Knowledge, Skills and Experience:**

- QCF Level 4 degree or HNC qualification in business-related (marketing/merchandising) subject and/or demonstrable professional skills and knowledge gained through relevant industry experience
- Marketing or merchandising skills with an 'eye for detail' and a creative flair to develop 'eye-catching displays', all gained within a comparable working environment
- A current, sound knowledge and awareness of the key issues affecting the relevant business sector, particularly including those pertinent to the role and its environment
- A working knowledge of current operational compliance for Health & Safety Regulations within business environments
- Business report-writing skills to the requirements of the post
- Sound written communication skills commensurate with the requirements the post
- IT competence – e-mail, MS Office/equivalent – WP & spreadsheets (stock/budgetary link)
- Knowledge and ability to use marketing software for inputting, maintaining and analysing critical business information
- Liaison and networking skills gained within a comparable role and work environment
- Excellent verbal communication skills
- Influencing skills, in relation to advising/guiding managers and other employees, gained in a similar working environment
- Demonstrable knowledge and skills of customer service excellence, including sound customer liaison skills, on a similar scope and scale
- Evidence of readily accepting individual accountability and effective use of initiative
- Ability to manage and prioritise workload in meeting requirements/deadlines
- An understanding of the principles and process of operating to commercial targets/KPI
- A thorough understanding of financial responsibilities and processes associated with administration in line with the requirements of the role

### **Desirable Attributes and Requirements:**

- Liaison and networking skills Trainer-training qualification or proven understanding of principles through experience
- Staff recruitment, management and development knowledge/skills - to professional standards in line with legislation and 'best practice'