



February 2022

JOB TITLE: Commercial Executive

REPORTS TO: Commercial Trading Manager

SALARY: £22-25k depending on experience

About Us:

Crafter's Companion is the UK's leading craft company, based in County Durham. Starting life from a university bedroom back in 2005, Crafter's Companion has expanded at a phenomenal rate and is now an award-winning multi-million-pound global business with offices in the UK, Europe and the US.

We design, develop, manufacture and distribute thousands of craft-related products to enthusiasts across the world, every day. Everything we do is with the aim of making crafting fun and simple. Our products have always been aimed at meeting the needs of the enthusiastic crafter, which has led us to create many inspiring products and become a household name in the craft industry. Our products are primarily sold through retail outlets (including two of our own), via our website and on TV shopping channels across the world.

Job Description:

Reporting into the Commercial Trading Manager, we are looking for a dedicated, number driven Commercial Executive to create compelling promotional proposals for use on our live Ecommerce Shopping platform.

Due to the fast-paced nature of the business, and the demanding livestreaming schedule, the ideal candidate will have a positive 'can-do' attitude and be able to learn and adapt quickly to changing circumstances.

The role is focused on two main areas: the creation of daily sales proposals and supporting the Trading team.

You will create commercial viable proposal of time-limited promotional offers, in line with the strategy set by the Senior Trading Executive. And you will help and support the wider team with administrative tasks: checking and reacting to Inventory fluctuations; amending and communicating promotional changes; and leading pre-production meetings with wider teams.

Key responsibilities:

- Using your knowledge of the customer, commercial awareness and basic copywriting skills to oversee creation of exciting and enticing promotional deals at a product, bundle and show level.
- Maintaining records of promotional and product discounts to inform future promotional options
- Implement monthly promotional strategy plans in line with your channel and wider business budgets, ensuring changes and updates are communicated promptly and efficiently
- Daily stock management processes and updates with other departments.
- Analysis of previous promotions and proposal activity with a view to improving future proposals
- Interacting with the on-air sales teams and wider eComm colleagues to realise the revenue potential of each proposal

UK Head Office:

Unit 1, Horndale Avenue,
Aycliffe Business Park,
Newton Aycliffe, DL5 6DR

Tel: +44 (0) 1234 567 890

USA Head Office:

3959 Temescal Canyon Rd,
Corona, CA 92883

Tel: +44 (0) 1234 567 890





Person Requirements & Skills:

- Ability to work to daily, weekly and monthly deadlines in a fast-paced environment
- Experience of making commercial and promotional decisions
- To be creative and/or open-minded and the ability to problem solve
- To be able to understand and deliver against sales and margin targets
- Meticulous attention to detail and strong organisational skills
- Strong written and verbal communication skills
- Practical and proven experience in using MS Office, primarily in Excel
- Ability to multi-task and handle several ongoing projects at once
- Adept at working both independently as well as in a team
- Flexible approach to working hours to suit the needs of the livestreaming schedule

Desirable Skills:

- Experience of Crafting, Crafting Products and TV shopping model
- Experience in using Netsuite or another Stock Management System

What we're offering:

- Competitive salary
- Full-time, permanent contract upon completion of successful probationary period
- 25 days holidays (plus statutory bank holidays)
- Generous 40% staff discount
- Company pension scheme
- Opt-in private healthcare scheme



UK Head Office:

Unit 1, Horndale Avenue,
Aycliffe Business Park,
Newton Aycliffe, DL5 6DR

Tel: +44 (0) 1234 567 890

USA Head Office:

3959 Temescal Canyon Rd,
Corona, CA 92883

Tel: +44 (0) 1234 567 890