Job description

Post: Product Developer

Reporting to: Head of Product

Main purpose of job

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| To be responsible for developing the strategy, concepts and delivery of the required number of SKUs for Craftstash own brands to achieve the budget. This includes briefs, specification, liaison with all stakeholders through to order and QC ensuring commercial suitability and accuracy in all processes.  To provide monthly trend reports and sales analysis of house and 3rd party brands, making recommendations as to how these should be applied to our house brand portfolio in order to ensure variety, diversity, innovation and category balance. |

Main duties

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| 1. Create Range Plans and a road map for all own brand products to ensure the timely delivery of market-leading commercial products to suit our target audiences. 2. Develop Creative Craft Products, to produce a rounded brand covering all bases. Develop Apple Blossom and make recommendations for any other house brands. 3. Support the Head of Product and Purchasing Controller in planning Essential product ranges to enhance the Craftstash offering. 4. Support the Product Manager in Co-brand development. 5. Assist in the identifying and recommendation of potential influencer partners for Co-Brands. 6. Ensure the highest quality standards are achieved through rigorous QC testing and feedback. 7. Be aware of budgets and what product is required to achieve them. 8. Stick to the critical path, proactively suggesting developments to help negotiate round seasonal international holidays that may impact delivery. 9. Work with HOP, PM and Creative lead to develop the best brand guidelines, aesthetics and innovative packaging. 10. Be responsible for sharing trend data from ours and related industries across the Group. 11. Analyse sales data from Craftstash and share the vision of how to beat the competition and make best commercial use of our design resources. 12. Create clear and accurate product briefs and guide the designers to ensure the best products are created within artwork guidelines and deadlines. 13. Support other members of the PD team with creative ideas for subscription kits, covermounts, digital and soft crafts products. 14. Support the purchasing team with ideas for product sourcing and specifications. 15. Work calmly in a fast-paced environment with tight deadlines, being agile and willing to move between projects as requirements change. 16. To lead by example in professionalism, best practice and attitude; to contribute to and support your team at all times. To encourage positivity, honesty, good communication and a strong team spirit. |