

Buyer

Sales & Commercial Team

Reports to Head of Sales & Commercial



Main objectives

The Buyer plays a key role in ensuring that Better Food offers the best selection of products to its customers. This is a commercially focused role requiring strong negotiation, supplier management, and analytical skills, while also upholding Better Food's vision and values. Buyers will work closely with stores and suppliers to ensure a compelling and competitive product range that meets customer expectations and commercial targets.

Key performance indicators

- Sales growth and category profitability.
- Supplier negotiation outcomes and improved commercial agreements.
- Stock efficiency and waste reduction, including stock file clean-up.
- Introduction and success of new product developments (NPD).
- Effectiveness of refined promotional strategy.

Key Responsibilities:

- Product Selection & Category Management – Maintain and develop a commercially driven, well-balanced product range.
- Supplier Management – Build strong relationships with suppliers, ensuring fair pricing and sustainable sourcing.
- Stock Management & Efficiency – Take ownership of cleaning up the stockfile, removing slow/non-selling lines, and ensuring effective stock availability.
- New Product Development (NPD) – Identify and introduce new products that align with market trends and business needs.
- Pricing & Margin Optimisation – Use Excel and data analysis to monitor category performance, adjust pricing, and maximise margin.
- Promotions – Support a targeted and effective promotional strategy, ensuring a strong commercial return.
- Data-Led Buying – Use sales data, Excel models, and customer insights to make informed purchasing decisions.

Skills & Experience Required

- Experience in buying, category management, or procurement is preferred but not essential.
- Highly organised, structured, and comfortable working in a fast-paced environment.
- Strong analytical skills, with the ability to interpret data and make commercially sound decisions.
- Advanced Excel proficiency, including pivot tables and data modelling.
- Excellent supplier negotiation and relationship-building skills.
- A passion for ethical and organic food is preferred but not essential.