

CUSTOMER EXPERIENCE & MERCHANDISING SPECIALIST

Sales & Commercial Team

Reports to Head of Commercial



Main objectives

To enhance the in-store experience for Better Food customers by leading on visual merchandising, campaign execution, and customer feedback. This role ensures consistent, creative brand expression across all sites and supports customer loyalty through thoughtful store-based marketing.

Key responsibilities

- Deliver in-store marketing and merchandising campaigns across all sites
- Design and install window displays, A-boards, shelf talkers, and signage
- Work with Buying and Café teams to communicate launches and seasonal offers
- Maintain consistency of brand presentation and storytelling in-store
- Respond to customer feedback and support resolution of complaints
- Act as a key contact for store teams, supporting them in maintaining brand standards
- Liaise with external designers and printers when required
- Provide basic design support using Adobe Suite
- Support internal comms and in-store events as needed
- Collaborate with the Digital Marketing Executive to share insights and coordinate efforts

Skills & experience required

- Experience in visual merchandising, retail marketing, or customer experience
- Confident briefing designers and managing production timelines
- Proficient with basic design tools (Adobe Suite preferred)
- Strong organisational and communication skills
- Able to travel between sites and work with different teams
- Practical and detail-focused, with a strong sense of what makes a great in-store experience