



CFC Farm & Home Center

Retail Purchasing, Marketing, and Logistics Specialist Job Profile

Job Mission

To develop and implement a purchasing, marketing, and logistics strategy across the retail stores consistent with CFC vision to drive sales and enhance customer experience.

Key Accountabilities

Key Accountability: Purchasing and Inventory Management

- Collaborate with cross functional staff to develop product assortments, retail pricing strategies, and forecast sales to drive profitability.
- Lead the buying team with appropriate product selection, logistics, and volumes. (Seasonality)
- Product selection while maintaining a healthy inventory for the retail stores.
- Attend trade shows of various vendors to explore new products as well as obtain savings on current products.
- Ability to evaluate vendors based on products, ease of doing business, and business support opportunities.
- Monitor market and product pricing through competitor pricing, promotional activities, and utilize comp shopping techniques.
- Identify stock losses or waste and develop and implement a corrective plan of action to include slow moving items.
- Participate in the inventory process.
- Build and maintain relations with vendors.

Key Accountability: Logistics

- Arrange logistics for retail store purchases to maximize freight savings while minimizing inventory transfers.
- Explore freight options and vendors to negotiate prices.
- Work with retail staff to address delivery issues including late delivery, product issues, missing items, etc..
- Ensure purchase order freight accuracy and how freight is allocated among items.

Key Accountability: Marketing Plan

- Develop and implement and companywide marketing plan.
- Develop and manage all marketing and advertising budgets.
- Track and report all results from projects and events.
- Provide project status report to Assistant General Manager.
- Develop and maintain a calendar of events in cooperation with the Social Media and Events Manager.



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Key Accountability: Merchandizing and Training

- Collaborate with staff to develop and implement and companywide merchandising plan.
- Create displays and end caps for products in the retail stores.
- Develop and implement strategies to facilitate the exit of stale/slow moving merchandise.
- Work with social media and events department in monthly sales and promotions.
- Work with social media and events department on social media promotion of products.
- Work with social media and events on branding efforts to create a consistent market presence.
- Work with vendors to train staff on products and uses.

Key Accountability: Other

- It is expected to represent CFC in a positive, professional manner at all times.
- Adhere to all company policies.
- Additional duties as assigned.

Department: Management Staff

Supervisor: Assistant General Manager

Salary Grade: E004

Experience Required:

- At least 5 years of experience in retail merchandising and management.
- Proficiency with PowerPoint, Excel, Word.
- Bachelor's degree in business or a related field preferred.