

## Job Description

<i>Job Title:</i>	<b>Gifting Product &amp; Service Specialist (NGGV)</b>		
<i>Department:</i>	<b>Marketing</b>	<i>Reporting to:</i>	<b>Director of Gifting Sales &amp; Marketing</b>
<i>Payroll Department:</i>	<b>NGM-NGM</b>		
<i>People Responsibilities:</i>	<b>None</b>		

### Main Purpose of Role:

To oversee the National Garden Gift Voucher (NGGV) scheme; maintain the full product life cycle; and coordinate all of the activities required to bring the product to market and maintain high quality service.

To work with HTA suppliers, retail members, staff and end users to ensure that the NGGV product is meeting all stakeholders' needs.

To make recommendations about the future of the scheme, and to develop and maintain product roadmaps in order to meet growth objectives.

To ensure that NGGV gift cards, paper vouchers and associated products are produced as efficiently as possible and that suppliers are providing best value for money.

### Role Responsibilities:

- Taking operational responsibility for the success of the NGGV scheme; contributing towards product strategy and vision; creating timelines and roadmaps for developing the NGGV scheme.
- Review current operational and service processes, production of process mapping documentation, identifying any weaknesses and gaps, implement periodic KPI measurement processes, and ensure continuous monitoring and performance improvement is in place
- Determining customers' needs and desires by specifying the research needed to obtain market information; gathering and evaluating ideas and opinions; collecting, analysing and responding to member and consumer feedback.
- Recommending the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Inputting into marketing activities and promotional campaigns through research, strategic planning and the integration of sales, advertising, and production processes.



- Managing relationships with all stakeholders, including suppliers, B2B partners and internal teams (marketing, services, finance, member support).
- Demonstrating new ideas and features to stakeholders; inspiring and enthusing B2B partners, members, colleagues and consumers.
- Owning the stock management and production of gift cards, gift vouchers and associated sundries; reviewing and adjusting production schedules as needed; achieving an 'always available to buy' position
- Contributing to the budget planning process and sales forecasts; raising purchase orders.
- Attending conferences and events related to the gift card sector.
- Measuring the impact of development activities using appropriate technologies such as the company CRM system; reporting to the Senior Leadership Team on progress
- Regularly recording member contact ensuring that the interaction and outcomes are input to the membership database (CRM) to maintain records and reference member data
- Following organisational process and procedures to ensure member expectations and agreed service level agreements are met
- Managing and protecting member and customer information in accordance with HTA policy and General Data Protection Regulations
- Undertaking such other duties, commensurate with the responsibilities above, as may from time to time be required by members of the HTA.



## Person Specification

### Essential Skills and Qualifications:

- Proven experience of developing and managing operational business processes
- Commercial acumen and in-depth understanding of business and web-based systems
- An understanding of production processes and complex supply chains
- Demonstrable experience of relationship management of a wide variety of internal and external stakeholders
- Demonstrable experience of project management
- Excellent data analysis skills
- Excellent problem-solving skills, offering solutions.
- Advanced Microsoft Excel skills
- Strong attention to detail
- Excellent communication and organisational skills

### Desirable Knowledge, Skills and Experience required:

- Understanding and experience of the gift card industry and the technologies that sit behind it is preferable but not essential
- Experience in previous operational and service delivery roles.
- Previous experience documenting complex operational procedures
- Experience of project management, business analysis and change management
- Previous experience within the Horticulture industry
- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it

### HTA Core Purpose

We help our members to flourish

### HTA Mission Statement

‘On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.’

Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

### Our Values

#### Collaboration

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a ‘can do’ attitude

#### Integrity

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs



**Innovation**

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve

**Influence**

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience