

# DIGITAL TRADING MANAGER



## Why Riverford?

Each week, Riverford delivers outstanding organic food to around 65,000 homes across the UK. This takes loads of brilliant people, from veg growers and box packers to IT experts, and more besides.

We're a friendly, forward-thinking bunch, and our core values run through everything we do. Riverford is 100% employee owned, so working here makes you a 'co-owner' – and it's not just a name! Everyone can play a part in shaping our business. Success means much more than just profits; we want this to be a place people enjoy coming to work, and a business our co-owners feel proud of.

Riverford is proud to be a B Corp; the certification for ethical businesses which work to benefit people and planet. In 2022, we were named one of the Best for the World™ B Corps! This means that our positive impact on staff scored in the top 5% of all B Corps of our size worldwide.



We're owned by  
our employees



Best for the World™  
B Corps of 2022



Using business as  
a force for good



We're committed to paying  
the Real Living Wage

## What you'll be doing

As Digital Trading Manager, you'll be at the forefront of shaping our online experience, ensuring every visit showcases the very best of Riverford. From curating seasonal produce to crafting an engaging, intuitive shopping journey, your work will embody our commitment to sustainability and quality. Collaborating with teams across the business—brand, range development, operations, and demand planning—you'll blend creativity and insight to ensure our online offerings are as thoughtfully cultivated as our produce.

This role goes beyond just meeting sales goals; it's about nurturing long-term growth and building connections with our customers and the planet. A key focus will be on enhancing customer frequency and retention, and driving "box plus extras" buying behaviour, helping to boost basket size, profitability, and loyalty.

Leading a team, you'll oversee the natural rhythms of our seasonal products while staying true to Riverford's core values of ethical business, organic farming, and collaboration. It's an opportunity to make a lasting impact, optimising both our product assortment and customer experience in a business where every voice counts.

***This is a permanent position. The role is 40 hours per week, Monday to Friday. We encourage flexitime and hybrid working with a requirement to be on-site for 2 to 3 days per week, based from Wash Farm, Buckfastleigh, Devon, TQ11 0JU.***

# Your responsibilities

- **Product Assortment Management:** Curate and manage the online product assortment to ensure it aligns with customer preferences and maximises sales opportunities. As a seasonal fresh produce business, availability can be volatile. This role requires a dynamic and agile approach to hitting sales and margin targets, identifying risk and opportunity to both protect customer experience and ensure budget performance.
- **Visual Merchandising:** Develop and implement engaging product displays and landing pages that reflect brand standards and enhance the user experience, ensuring effective presentation of seasonal and promotional items.
- **Sales Optimisation:** Analyse sales data and website performance metrics to identify trends and opportunities for improving product offerings and merchandising strategies, driving both conversion rates and revenue growth.
- **Performance Oversight:** Monitor and evaluate the performance of the website and app, implementing changes as necessary to optimise user engagement and sales conversion.
- **Driving Customer Basket Behaviour:** Implement initiatives to promote profitable customer basket behaviour, focusing on increasing basket size and profitability, average order value, and encouraging “box plus extras” purchases through targeted recommendations and promotions.
- **Promotions & Campaigns:** Lead the creation of seasonal promotional plans, collaborating with the customer team and brand team to maximise product visibility and sales during key retail periods.
- **Category Margin Performance:** Ensure that each category meets margin performance targets through effective product mix optimisation and pricing and promotions strategies.
- **Customer Insights:** Gather and analyse customer feedback and shopping behaviour data to inform merchandising strategies, ensuring alignment with customer needs and market trends.
- **A/B Testing:** Conduct A/B testing on product placements, descriptions, and promotional strategies to determine the most effective approaches for driving sales and engagement.
- **Cross-Functional Collaboration:** Work collaboratively with range development, supply chain, brand, and demand planning teams to ensure accurate product information, availability, and adherence to Riverford’s standards.
- **Line Management:** Manage and mentor the product coordinator, guiding them in the seasonal product availability process and ensuring alignment with eCommerce strategies.
- **Forecasting & Budgeting:** Collaborate with the demand planning function on forecasting, budgeting, and SIOP processes, to align product availability and promotions with sales projections and operational capabilities.
- **Brand Representation:** Ensure brand integrity and consistency across all digital platforms, aligning product messaging with Riverford’s values and mission.
- **Market Trends:** Stay informed about industry trends, competitor activities, and best practices in digital merchandising and trading, to keep Riverford at the forefront of the organic food market.

## Skills & experience

- **Experience in Digital Trading:** Proven experience in a digital trading management role, preferably within the food or FMCG sector.
- **Strong Analytical Skills:** Ability to analyse data and translate insights into actionable merchandising strategies that drive sales performance.
- **Technical Proficiency:** Familiarity with eCommerce platforms, content management systems, and analytics tools essential for monitoring performance and optimising product listings.
- **Leadership Skills:** Proven ability to lead and develop a team, with experience in mentoring and management.

## Personal qualities

- **Customer-Focused Mindset:** Deep understanding of customer behaviour and preferences, with a commitment to enhancing the online shopping experience.
- **Creativity & Visual Design:** A keen eye for design and aesthetics, with the ability to create engaging product displays and marketing materials that resonate with customers.
- **Collaborative Team Player:** Strong interpersonal skills with experience working cross-functionally in a fast-paced, team-oriented environment.
- **Passion for Organic Food & Sustainability:** A genuine interest in organic food, ethical farming, and sustainable practices.

**Salary** £40,000- £45,000 per annum, dependent on experience.



# WHAT'S IN IT FOR YOU?

33 days holiday pro rata (including bank holidays),  
plus an extra 2 days when you hit 5 years with us

Generous & ethical co-owner pension scheme

Annual profit share; at least 10% of all our profits are split equally  
between all co-owners.

30% off everything we sell

Organic breakfasts and lunches, home-cooked  
by our canteen chefs, at our two biggest sites

Enhanced maternity/paternity pay (plus six months of  
free organic veg boxes for you and your new arrival)

An annual allowance to spend on Riverford branded clothing

Lots of free co-owner social events and celebrations

Flexible working options

2 paid volunteer days per year

Bike loan scheme (we'll cover the cost  
initially so you can get your bike tax-free)

Life assurance cover

A generous thank-you gift if you 'recommend a friend' to work with us  
too. Lots of people work alongside their loved ones at Riverford.

Wellbeing resources, including Mental Health First Aiders  
and access to free health and wellbeing services such as  
counselling and physiotherapy.

Your wellbeing is a top priority, and  
there's lots of support at Riverford and beyond.

Training and progression opportunities open to  
all, including fully funded apprenticeships



## Riverford's values

