

# THE WHITE COMPANY

LONDON

## JOB DESCRIPTION

**Job Title:** HEAD OF INTERNATIONAL

**Department:** RETAIL

**Reports to:** RETAIL DIRECTOR

### Our Story

From its inception in 1994, Chrissie Rucker's vision was to build a company that specialised in stylish, white, designer-quality items for the home that were not only exceptional quality, but also outstanding value for money. In addition to this devotion to simplicity, it was imperative the customer was put at the heart of everything and provided with a second-to-none shopping experience - and so The White Company was born.

Today, the company that began as a 12-page mail-order brochure has become one of the UK's fast-growing multi-channel retailers and a leading lifestyle brand with 60 stores across the UK and impressive global growth. The White Company also has two stores in the US – 155 Fifth Avenue NY and The Mall, Short Hills, New Jersey, plus concessions in selected Nordstrom stores.

### The Role

We have a unique opportunity to join The White Company as a Head of International to lead the global expansion and be responsible for the identification, prioritisation and negotiation of overseas market entry opportunities. Reporting to the Retail Director, the Head of International will play a key part in the delivery of the company's ambitious growth targets. The successful candidate must have significant international market development experience, gained ideally with a premium retail brand.

This is a challenging commercial role at the centre of a successful company with huge ambition. Working closely with the Wholesale and Retail teams, with full P+L accountability, the Head of International will be pivotal to The White Company's growth and long-term success

### Your Duties and Responsibilities

- To gain a rapid understanding of The White Company, the current and future international opportunities and challenges faced by the business, whilst winning the confidence and support of all stakeholders
- Continue to develop and implement an international business strategy for The White Company, consistent with our brand values and company goals for both existing and new markets and partners
- Work with all departments, bringing them together to deliver the business projects both to timescale and budget.
- Understand and develop each business model (Owned Stores, Concessions, Wholesale, Franchise & 3<sup>rd</sup> party) partnering with internal and external stakeholders to ensure The White Company's high operational standards are met, whilst maximising commercial opportunities

- Identify and prioritise all sales opportunities, assess suitability for our brand and long-term viability. Make recommendations as appropriate
- Work with all departments to ensure cross-channel sales opportunities and marketing activities are maximised
- Where stores are owned – work with the Digital team to ensure we are adopting a seamless multichannel approach in each market.
- Be passionate and knowledgeable about The White Company product range and be an engaged ambassador for the brand.

### **Skills & Experience**

- Proven track record in international business development gained within a retail brand
- Proven project management experience in leading cross functional teams
- Exceptional influencing skills at board level to drive the International business strategy
- Ability to demonstrate ongoing validation of sustainable growth plans through data and market analysis
- Demonstrable commercial success in selling to and managing major overseas accounts and partners and of achieving sustainable growth through the adoption of the most appropriate business model
- Strong understanding of business models, to make recommendations for the best fit for our brand to achieve commercial success
- Ability to operate at both strategic and detailed levels, to shape strategy whilst achieving results
- Experience of operating effectively with different cultures and in a cross-functional environment
- Up to date with market trends and consumer behaviour and an understanding of consumers in the relevant markets, able to develop propositions appropriate and relevant to each market
- Proven ability to review and negotiate legal and business partnership contracts
- Financially literate to present sound financial business cases for approval
- Ability to negotiate the best financial deal across the various business models

### **What will make you brilliant at this role**

- Ability to quickly build credible relationships across departments, and externally with partners to achieve the best possible results
- Strategic and creative thinker with excellent analytical skills, seasoned judgement & visionary thinking
- An energetic and engaging personality with drive, determination, self-motivation and enthusiasm for new challenges
- Can do attitude & solutions focussed
- Focussed on achieving results in an ever-changing trading environment
- Flexible in approach, willing to travel extensively and work remotely through effective use of technology
- Positive outlook and resilience
- Comprehensive Retail career to Senior Management level.
- Fluency in European languages would be advantageous (but not a necessity).

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.