

# Morrisons PLC

## Location Planning Manager

### Permanent Position based at Hilmore House, Bradford

Reporting to the Head of Store Location, we are currently recruiting for a Location Planning Manager to join our Marketing/Insight team at our Head Office in Bradford. The role holder will be responsible for providing sales, competitor and demographic analysis for proposed investments in existing and new stores.

If successful, you will provide strategic insight to help define the Morrisons network strategy at both a macro and micro level, making recommendations for both new site requirements and existing store developments. You will produce detailed analysis in order to formulate sales and impact forecasts and conduct thorough investigation into factors that may affect any recommendations you make. You will work cross functionally to provide key recommendations in the form of Board reports for capital investment decisions

It is essential that you have a good understanding of the key driving factors in location planning and a thorough understanding of the UK retail (preferably food) market, geography and demography. You must have the ability to communicate well, explaining complex issues in a straightforward manner to a variety of audiences. You will be skilled at providing written documentation relating to location strategy, catchment data and sales forecasts. You will be able to cope with a demanding (and often pressured) workload. You will have recent experience of data and spatial analysis in a retail environment and in the application and development of GIS and spatial modelling and will be skilled in using one or more GIS tools (e.g. MapInfo, Micromarker, Arc, etc).

If you are interested in taking on a new challenge and have the skills to strengthen our team further, then we want to hear from you. Please forward a covering letter and copy of your CV to [neal.stevenson@morrisonsplc.com](mailto:neal.stevenson@morrisonsplc.com), or

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