



Birkenstock USA, LP
Retail Visual Merchandising Manager

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To be able to provide quality products and services, we need quality people, the best of the best. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and positivity.

JOB TITLE: Retail Visual Merchandising Manager

LOCATION: Bay Area

REPORTS TO: Sr. Director Visual Merchandising

SUPERVISES DIRECTLY: N/A

TYPE: Exempt

SALARY: \$80k-\$100k/annually

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

This position has a key role in supporting the Sr. Director of Visual Merchandising in all aspects of visual merchandising, training, and day to day execution in our company owned stores. The Visual Merchandising Manager is the point person between marketing and retail, ensuring our stores consistently show up “best in class” in store presentation and customer experience.

RESPONSIBILITIES

- Act as the direct liaison between marketing department and retail store teams.
- Coordinate yearly seasonal retail windows and provide concepts to relate back to the assortment and key stories.
- Lead pre-season (2x year) assortment zone photoshoots.
- Own and elevate existing seasonal visual merchandising materials.
- Review and select key highlighted seasonal images and videos and once approved align with creative services on all logistics.
- Point person on weekly retail calls.
- Streamline weekly communication and deliverables to our stores.
 - Marketing collateral, window tracking and install after pictures.
 - Direction and assistance on updating zones for new style(s) placement.
 - Provide reference pictures to all other locations.

BIRKENSTOCK®

- Communicate corporate incentives and marketing programs
- Create weekly/monthly visual merchandising decks.
- Provide direction on weekly merchandising updates based on sell through.
- Launch collaborations, brand DNA and seasonal visual standards.
- Create and oversee fixture and prop inventory.
- Monitor travel expenses and fixture retail budget.

In addition:

- Support Novato and New York City (SOHO) showroom seasonal refresh.
- Support strategic installs and tear downs as needed. e.g Bloomingdale's and Nordstrom.
- Serve as an integral part of store opening and special event.
- Order display props, creative materials, and accessories.
- Perform other projects and duties as assigned.

POSITION REQUIREMENTS / QUALIFICATIONS

- Bachelor's Degree (B.A. /B.S.) from a four-year college or university in Visual Merchandising or related field, 8 years of related experience in visual merchandising (wholesale retail/apparel or footwear) and, or training; or equivalent combination of education and experience.
- At least 5 years' experience in a retail fashion field management position
- Minimum of 5 years project management required.
- Demonstrated experience working with multiple projects simultaneously.
- Strong strategic planning and organizational skills with the ability to prioritize deadlines and follow up.
- Understanding of Adobe InDesign and/or SketchUp.
- Intermediate or better level of proficiency will all Microsoft Office products including but not limited to: PowerPoint, Word, Excel, and Outlook.
- Comfortable and confident in making effective and autonomous decisions in a timely manner to meet deadlines.
- Ability to stand for long periods of time, bend, stretch, engage in repetitive motions, push, pull and carry items (Fixtures and displays items) for a short distance.
- Ability to climb a ladder and use a step stool.
- Ability to travel monthly as needed.
- Ability to work nights and weekends as needed.
- Valid driver's license and acceptable driving history.

If interested, please send a cover letter and resume to kramos@birkenstocksua.com. Subject line should list "Retail Visual Merchandising Manager".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.