

Birkenstock USA, LP ECOMMERCE COORDINATOR

At Birkenstock USA, LP, 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.

In order to provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

Job Title: Ecommerce Coordinator, Digital Americas

Position Location: NYC (SoHo)

Reports To: Ecommerce & Product Data Manager, Digital Americas

Salary: \$60K-\$80K

Objectives

The Ecommerce Coordinator will be responsible for the day-to-day management of on-site content, as well as product data in the Americas. This includes content building in a CMS/personalization tool, on-site campaign management, product launches, product maintenance, site merchandising, and front-end functions to provide a seamless and optimized customer experience. Working closely with the Ecommerce & Product Data Manager, this role will help to provide compelling storytelling for the website through platform content management tools while ensuring the accuracy of all product data.

Responsibilities

- Support in the day-to-day build of onsite campaigns and content; and product launches on Americas websites
- Assist with website story telling via leveraging platform content templates and content management tools Build out onsite campaigns through site content management system tools
- Conduct ongoing content template testing to maximize site performance
- Partner with Digital Merchants to ensure alignment of key digital marketing stories and products across all consumer touchpoints
 - Track all activities related to inventory availability, in close coordination with merchandising and fulfillment departments
 - Responsibility for the inventory go-live process guaranteeing excellent store availability
- Support in the setup of all sellable styles onsite in collaboration with Birkenstock Global Digital and Birkenstock headquarters
 - Support in the creation and maintenance of high-quality product data in PIM and online shops
 - Maintaining high data quality standards: ensuring that all data is available at the right time in the right quality
 - Perform ongoing 360-degree data analysis and quality checks to ensure high quality of data in PIM/SFCC
- Support the e-commerce team in the ideation of personalization opportunities, particularly as it relates to content and product recommendations
- Support in the analysis of each campaign including campaign performance, key insights, and strategic learnings
 - Monitor and report upon industry KPIs and best practices
 - Drive continuous improvement across website KPIs including conversion rates, time on site and revenue
- Develop creative briefs for each website creative campaign
 - Manage creative partner timelines on the development of layouts and creative assets
- Keep Customer Service informed of updates, feature launches and act as point person for trouble shooting

Interfaces/Relationships

- Collaboration with California-based Americas Marketing Team
- Close alignment with Americas Digital channel teams and Merchandising team
- Cooperation with external providers, as needed
- Liaison with relevant Germany-based product development/master data teams

- Close alignment with Global & Regional Digital teams, especially Global Digital Frontend Developers and Content team

Competencies

- Working knowledge of CMS tools and website platforms
- Superior knowledge of product data quality standards
- Comfortable with a high degree of responsibility
- Ability to manage detail level as well as handle strategic approach
- High online affinity, understanding of digital environment and analytic tools
- Resilient, flexible, decisive
- Operates independently and efficiently to manage multiple projects and deadlines simultaneously and successfully, without sacrificing attention to detail
- Excellent verbal and written communication skills
- Strong understanding of customer-centric strategies
- Team-player; ability to work with all digital team members in a proactive manner and drive results
- Adapts easily to changing situations and demonstrates flexibility in juggling priorities
- Strong affinity for data and processes

Qualifications

- Education
 - Bachelor's Degree
- Work experience
 - 1-3 years of experience in ecommerce website management (preferably fashion / consumer goods)
 - Experience with a web platform management required, Salesforce Commerce Cloud preferred
 - Experience with a CMS preferred
 - Experience with a Personalization engine preferred
 - Experience with analytics tools (GA, Tableau, Omniture, etc.)
 - Superior skills in Microsoft Excel and proficiency in other MS Office products
 - Basic knowledge of HTML/CSS coding a plus

Working Conditions

- Involvement with local and global teams
- Ability to travel as needed

If interested, please send cover letter and resume to mhoessl@birkenstockusa.com. Subject line should list "Ecommerce Coordinator, Digital Americas".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.