

Human Resources Generalist - Retail

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 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: Human Resources Generalist - Retail

LOCATION: NYC

REPORTS TO: Vice President, Human Resources

TYPE: Full-Time/Exempt

SALARY: \$80k-\$100k

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

OVERVIEW

The Human Resources Generalist provides day-to-day HR support across the Birkenstock Americas organization, with a strong focus on retail HR support, recruiting, onboarding, employee communication, and maintaining HR processes and documentation. This role helps ensure efficient and positive employee experience by solving employee problems, coordinating HR activities, generating routine reports, supporting basic payroll-related tasks, and partnering with internal teams to resolve employee inquiries. The HR Generalist also assists with HR projects, events, compliance activities, and continuous improvement of HR processes. The position reports into Vice President Human Resources, but directly supports the Senior Director Retail Operations and his/her retail leadership team.

RESPONSIBILITIES

Retail HR Support

- Serve as a primary HR contact for retail employees and managers.
- Support store-level recruiting, onboarding, training coordination, and HR inquiries.
- Ensure retail locations receive timely HR updates, forms, and communications.
- Assist with policy implementation.
- Conduct regular visits to stores to foster employee engagement and build strong working relationships with retail employees.
- Assist with employee relations coordination by escalating issues and ensuring proper follow-through.

Recruiting & Onboarding

- Post jobs, screen applicants, conduct reference checks, and communicate regularly with candidates.
- Much focus will be on new store openings all over the country as our retail business launches accelerated expansion
- Support managers in scheduling interviews and guiding candidates through the hiring process.
- Initiate onboarding for new hires, coordinate with IT and other teams, and track completion of onboarding tasks.
- Travel to retail stores to provide on-site HR support for new store openings.
- Coordinate offboarding duties, including equipment return, documentation, and exit interviews.

HR Coordination

- Provide support across HR functions, including staffing, onboarding, employee records, HRIS updates, and routine HR communications.
- Maintain accurate headcount, organizational charts, new hire reports, and employee master lists.
- Prepare presentations, HR materials, and support company-wide meetings or events.
- Ensure proper filing (physical and digital) and maintain all HR documentation.
- Assist with HR audits, compliance activities, and Workers' Compensation coordination.
- Maintain and support employee recognition programs, including service anniversaries, spot awards, and quarterly award ceremonies.

Benefits & Leave Support

- Provide administrative support for benefits enrollment, employee questions, and routine benefits communication.
- Track leave of absence notifications and assist in coordinating related documentation.
- Prepare monthly milestone and anniversary reports and coordinate employee acknowledgments.
- Assist employees turning 65 with required Medicare-related information.

Reports, Compliance & Basic Payroll Support

- Generate monthly and mid-month reports for Retail Leadership and HR leadership.
- Assist with timecard review and basic payroll-related data updates.
- Process verifications of employment, support unemployment claim responses, and assist with required documentation.
- Scan, file, and route Employment Development Department notifications.
- Maintain termination files and update annual termination logs.

Training & Development Support

- Assist with scheduling training, coordinating logistics, and tracking completion.
- Support managers in identifying skill gaps and recommending LinkedIn Learning resources.
- Help prepare presentations and materials for training sessions.

Cross-Functional Support

- Provide administrative help to other departments when needed to support employee engagement and overall operational effectiveness.
 - 2 days, regular “in-office” days each week and as needed by VP HR to insure support of New York Office
 - Assist with company events, internal meetings, and HR-driven projects.
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GENERAL SKILLS

- Professional, reliable, and positive demeanor.
- Responsive problem-solving nature with focus on solutions that work for all interested parties; employee, management, processes & systems.
- Strong confidentiality and discretion in handling sensitive information.
- Excellent communication, listening, and customer service skills.
- Strong attention to detail and ability to manage multiple tasks.
- Ability to work with individuals from diverse backgrounds and in a fast-paced environment.

POSITION REQUIREMENTS/QUALIFICATIONS

- College Degree in Business, Human Resources or directly related experience.
- Hands-on Experience supporting existing retail locations and new retail locations is highly desirable.
- 3+ years of progressive HR support or HR generalist experience – with direct experience as a recruiter and in HR administration.
- Basic Understanding and familiarity with HRIS and/or payroll systems preferred.
- Foundational experience with timesheets and payroll systems.
- Good understanding of Microsoft office Suite; Outlook, Excel, Word and PowerPoint.
- Strong organizational, analytical, and coordination skills.
- Ability to lift up to 10 lbs.
- Travel will be required on a regular basis and as needed by Retail leadership and HR Leadership.

If interested, please send cover letter and resume to kramos@birkenstockusa.com. Subject line should list “HR Generalist.”

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