

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: Ecommerce Coordinator, Product & Content, Digital Americas

Position Location: NYC/Tri-State

Reports To: Ecommerce Manager, Product & Content, Digital Americas

Salary: \$68K-\$80K

Objectives

The Ecommerce Coordinator will be responsible for the day-to-day management of onsite content, promotion and frontend programs. This includes marketing calendar alignment, building content in a CMS/personalization tool, on-site campaign management, overseeing site merchandising strategy, end-to-end setup of all promotions, and the maintenance and oversight of several frontend programs. This role will work to provide 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

- Manage and maintain site content, including homepage, landing pages, promotional banners, and navigation updates.
- Coordinate seasonal campaign, and site refreshes to ensure content is accurate, timely, and aligned with business priorities.
- Support SEO initiatives by implementing optimized metadata, content updates, internal linking, and on-site best practices.
- Monitor product and category page performance and provide recommendations to improve engagement, conversion, and customer experience.
- Represent the Americas team in the global CMS workstream, overseeing sprint planning, ticketing, testing and feature rollout, as well as vendor communication.
- Partner with Creative, Merchandising and the other channel teams to ensure consistent brand experience across all digital touchpoints.
 - Develop creative briefs for each website creative campaign.
 - Manage creative partner timelines on the development of layouts and creative assets.
- Serve as the main contact for content requests from 1774, Marketing and Public Relations.
- Support in the content and product maintenance and optimization of TikTok Shop.

- Support in the maintenance and optimization of several frontend programs including returns portal, gift cards, and post-purchase/EDD experience.
- Conduct routine site audits to identify and correct content errors, broken links and outdated assets.
- Support the e-commerce team in the ideation of personalization opportunities, particularly as it relates to content.
- Assist with A/B testing, personalization initiatives, and content optimization efforts to improve site performance.
- Monitor and report on key ecommerce content performance metrics, including traffic, engagement, conversion rate, exit rate, and revenue contribution.
- Partner with Analytics to evaluate content effectiveness and customer engagement trends. Identify underperforming content, categories, and products and recommend corrective actions to improve customer experience and conversion.
- Monitor and report upon industry KPIs and best practices.
- Keep Customer Service informed of updates, feature launches and act as point person for trouble shooting.

Interfaces/Relationships

- Collaboration with Marketing and Public Relations
- Close alignment with Americas Digital channel teams and Merchandising team
- Cooperation with external providers, as needed
- Close alignment with Global & Regional Digital teams, especially Global Digital Frontend Developers and Content team

Competencies

- Working knowledge of CMS tools and website platforms
- Affinity for technology and automation
- 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

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 Katelynn.ramos@birkenstock.com. Subject line should list "Ecommerce Coordinator, Product and Content, Digital Americas".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

