

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: Retail Visual Merchandising Manager, Hybrid Stores

LOCATION: San Francisco Bay Area/Marin County

REPORTS TO: Senior Director, Visual Merchandising

TYPE: Exempt

SALARY: \$90k - \$110k

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

OVERVIEW

The Retail Visual Merchandising Manager plays a key role in supporting the Senior Director of Visual Merchandising across all aspects of visual merchandising, training, and day-to-day execution in our company-owned stores. This role serves as a key liaison between marketing and retail, ensuring consistent, "best in class" in-store presentation and customer experience.

RESPONSIBILITIES

- Serve as the primary liaison between the marketing team and our hybrid retail stores.
- Plan, travel and assist with all new store openings.
- Work with planning to create new store opening planograms and communicate visual directives, including zone strategies and product fixture placement.
- Participate in weekly retail Hybrid and new store construction calls.
- Train, coach, and develop store teams to ensure consistent, high-quality visual execution and standards across our stores.
- Collaborate cross-functionally to ensure cohesive and aligned brand presentation across all channels.
- Manage the visual merchandising budget efficiently while sourcing creative solutions for display materials and identifying cost-effective, creative displays solutions.
- Own and elevate existing seasonal visual merchandising materials.
- Select key highlighted seasonal interior and window graphics.
- Streamline communication to our stores.
 - Marketing collateral, window tracking and after pictures.
 - Direction and assistance on updating zones for seasonal style(s) placement.
 - Communicate marketing initiatives and strategies.
 - Create monthly visual merchandising decks.
- Create and oversee fixture and prop inventory.
- Own and update visual department's project calendar.

In addition:

- Support Novato showroom seasonal refresh.
- Serve as an integral part of new store opening.
- Order display props, creative materials, and accessories.
- Perform other projects and duties as assigned.

POSITION REQUIREMENTS / QUALIFICATIONS

- Bachelor's Degree (B.A. /B.S.) 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.
- Minimum 5 years of field-based retail visual merchandising leadership experience
 - Minimum of 5 years project management required.
 - Demonstrated experience working with multiple projects simultaneously in a fast-paced environment.
 - 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 with 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.
 - Flexibility to travel between outlet locations and work extended hours during peak seasons or promotions
 - Valid driver's license and acceptable driving history.

Application Process

Interested candidates should submit a resume and cover letter to katelynn.amos@birkenstock.com. Subject line should list "Retail Visual Merchandising Manager".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

