

# BURTON



Burton is more than just a snowboard company. Based on our vision of being the premium alternative mountain lifestyle brand, we trend on new trails and reach new summits while still standing sideways, hitting park jumps and doing powder turns. We are looking for people who share our passion, are willing to grow, dream, think big and see the world through our consumers' eyes.

For the European headquarters in Innsbruck we are currently looking for a

## Director of E-Commerce & Retail (DTC) Europe

### The primary responsibilities for this position are:

- Be accountable for Direct to Consumer (DTC) business in Europe and the regional team with continued focus of pushing global direct initiatives
- Drive all regional DTC channels including E-Commerce, flagship, outlet and partner doors to reach planned short-term and long-term goals; participate in forming Burton Europe retail development plans
- Proactively analyze the business to continually improve key performance indicators and revenue
- Adapt Burton's global vision and strategy for the regional E-Commerce and Brick & Mortar business, thereby working collaboratively with global DTC team to drive top-line results
- Enhance cross functional partnerships with regional marketing, sales, finance, and operations to manage financial objectives, increase conversion rates, improve margin performance, and enhance product storytelling
- Cultivate strong and transparent working relationships across the organization, ensuring open communication about the measurement of financial, programmatic and impact performance against stated milestones and goals
- Experience in growing a retail network and entrepreneurial spirit to lead store openings (searches, pitch, financial planning, construction and opening)

### Essentials for this role are:

- Degree in Business, Marketing, Sales or related field, Master's degree preferred
- 6+ years business experience in E-Commerce and Retail, preferred in outdoor, action sports, fashion & apparel business
- 4+ years of successful leadership experience in a complex, multi-brand, multi-channel global environment
- Profound knowledge working with Demandware (or similar web platform), Business Intelligence, Atlassian (JIRA & Confluence), advanced Excel and Google Analytics (or similar) preferred
- Professional expertise in digital and social media marketing and how it pairs with E-Commerce to drive business performance and brand awareness
- Strong customer experience orientation
- Background working with omnichannel management systems
- Fluent in English, additional language skills are a plus
- Highly adept at and capable of building and maintaining trusting partnerships and relationships
- Affinity for snowboarding and the outdoor lifestyle

### Our offering:

- Unique and challenging position
- International environment, vivid atmosphere
- Competitive, rewarding compensation package depending on your qualifications and experience

We are looking forward to receiving your CV and cover letter. Email: [jobs@burton.at](mailto:jobs@burton.at)