

ANON MERCHANDISER - EUROPE

full time | m/f/d

At Burton, we are a purpose-led brand rooted in snowboarding and the outdoors. We fight for the future of our people, planet, and sport. We aim to maximize our positive social impact and minimize our negative environmental impact while delivering high-quality performance products. As a global leader in snowboarding, we're committed to diversity, equity, and inclusion for the long-term health of our company, sport, and community. Through these efforts, we aim to make snowboarding and the outdoors accessible to all.

The Breakdown

The **Anon Merchandiser - Europe** serves as the categorical expert in their region. This role is based in Innsbruck, Austria and responsible for translating the global category strategy into actionable regional plans. While this role sits within Burton, it is dedicated to supporting our Anon brand - delivering premium winter protection for all who live for winter exploration, empowering freedom of expression in the outdoors. By working closely with regional marketing and marketplace teams, the Anon Merchandiser ensures the successful execution of category positioning, product assortments, pricing strategies, and sell-through performance. This is a global role based in the region, requiring significant travel in-market as well as regular travel to headquarters (approximately 30%).

What You Get to Do

- **Market Expertise & Insights** – Analyze regional consumer trends, competitors, and marketplace dynamics to identify growth opportunities and inform strategic decisions.
- **Regional Business Planning** – Translate the global category strategy into an actionable business plan, including positioning and marketing strategies tailored to your region.
- **Product Assortment & Planning** – Fine-tune the global product line to meet local consumer needs across DTC and wholesale channels, including planning pricing, promotions, and Special Make-Ups (SMUs).
- **Forecasting & Sales Performance** – Collaborate with Category Planners to build item-level forecasts for sales and inventory, ensuring alignment with financial targets and market trends.
- **Training & Market Activation** – Train marketplace teams for preseason line showings and sell-through clinics while supporting key account presentations and feedback loops.

What You'll Bring to the Team

- 5+ years of category management expertise in merchandising, planning or a related field.
- Strong market knowledge of the European outdoor accessory & protection market, key competitors, and trends.
- Superior analytical and decision-making skills with a proven ability to translate data into executable strategic plans.
- Proven experience working cross-functionally and internationally.
- Demonstrated ability to grow a business by setting and achieving revenue targets and KPIs.

What We Would Love to Offer You

- A front row position at the global market leader in the snowboard lifestyle industry, with a strong team spirit, flat hierarchies, shared outdoor activities and space to learn & develop.
- In accordance with Austrian law, we are obliged to disclose that the minimum salary is € 2.691,- gross/month based on the collective bargaining agreement. Our actual salaries are market competitive and take individual qualifications and experience into consideration.
- Many other additional benefits such as flexible working hours, product discounts, season pass contribution & gym membership.

We look forward to receiving your application.