



JOB DESCRIPTION | MX Product Line merchandiser

JOB TITLE:	MX Product Line merchandiser
DEPARTMENT:	Merchandising
REPORTS TO:	Global Merchandising Director
LOCATION:	Barcelona HQ, El Prat de Llobregat

Position Summary:

As the European Motocross Category Merchandiser, you will be responsible for creating, owning, and championing the Business of Product within your category and region; including strategic product and business direction accountabilities to meet the needs of the Fox consumer as well as revenue and margin targets within the Motocross category in the European region. Key responsibilities will be to protect the foundation of our business and to partner with cross functional teams to identify new opportunities to meet and exceed our financial growth targets. This includes identifying market trends and assisting the Global Merchandising Director in the creation of briefs with a developed seasonal line plan based on rich regional consumer research and insights. You will be working directly with the Global Product Managers to ensure products meet the needs of the consumer/market and assisting with meetings/tradeshows and marketing/catalogs, developing and building presentations for all global milestone meetings, building seasonal forecast models to meet and exceed regional sales plans and assisting at regional sales meetings/account pre-lines. You will be interacting with global and regional teams daily to ensure Fox is the market leader in your market segment.

Essential functions of this Role:

- Market analysis and expertise in product merchandising, segmentation, assortment planning and distribution in order to build the Motocross product offering to meet the needs of the European market.
- Drive critical insights that impact the creation of product against consumer and market needs to optimize the product line.
- Assist in the creation of product briefs and line architecture planning.
- Create detailed channel assortments and forecasts for each season.
- Intimate knowledge of the Motocross industry and key identified regional competitors.

Purpose and General duties

- Be a market expert: Strong knowledge of the European Motocross market in term of product offering, competition, distribution, and consumer.
 - Establish Motocross market surveys
 - Routine market visits to key accounts and key regions
 - Participation in trade shows and events
 - Drive a group of Fox motocross experts (product committee)
- Build European MX product collection in order to fit to the global brand strategy and support the financial targets (net sales, profitability, margin)
 - Briefing the collection (line plan, design review, segmentation...)
 - Active participation in product review meetings at Fox Global HQ.
 - Assure a strong voice of the European market while integrating with product creation through the milestone process.
 - Regular touch-base meetings with global team.



- Range management through the product lifecycle
 - Define line list (prices, carry over)
 - Work with marketing department to oversee catalogue development and marketing supports (POP, press review.)
 - Work closely with operation department to pilot the collections (line list, order entry tool, buy, cancellation)
 - Guarantee a cross department information flow through FOX EUROPE (internal training)
- Go to market.
 - Responsible of samples order and selections.
 - Active participation in seasonal kick-off meetings.
 - Product presentation to sales forces and to some key accounts
 - Support the marketing department for all MX action.

Minimum Education, Experience and Skills Required:

- Degree in Business or design school
- Practice MX and passionate by MX
- First experience in the Moto industry
- Knowledge in product development, product design
- Technical Product skills (fabrics, functionalities, construction)
- Excellent communication skills clearly and concise (product presentation, international meetings)
- Ability to analyse and configure market and business report.
- High level of English, any other language is a plus.
- Frequent travels in Europe and United States.
- Organized, structured, team worker.

If you are interested in the role, please send your CV in English together with a short motivation letter to jobseurope@foxhead.com