



## **Retail Project Coordinator (m/w) North/West of Germany**

As the Retail Project Coordinator you will be responsible for the in-store oversight and implementation of all visual merchandising presentation, brand standards and business strategies - keeping consistent with the company goals with regard to image and focus on product sell-through, in Specialized Program Stores. You will be supporting the Specialized Germany GmbH with retail store development and project management. This includes managing retail development projects from inception to completion to ensure the store construct is executed to the standards set by Specialized Bicycle Components and to represent the brand in the highest regard.

### **KEY RESPONSIBILITIES AND OUTPUTS**

- Integrates all marketing activities to meet the needs of our product development and retail selling processes
- Manages the activities of Promotions and Retail Services
- Establishes aggressive and imaginative marketing goals to increase market share and profitability of product lines
- Ensures brand and visual merchandising consistency and brand standards are upheld within the assigned region
- Supports Program Stores with action plan for Store Openings, Store Set execution, promotion collateral and product rollouts
- Provides accuracy and up-to-date information for all distributions of graphics, rollouts and seasonal strategies
- Through visual merchandising, create a retail environment that is innovative, unique and customer friendly
- Work with Retail Project Manager to create seasonal floor plans and implement floor changes consistent with the store's lay out, customer demands and current product focus.
- Clinic store staff on merchandising basics; involve the staff in the visual maintenance of the store and assist in communicating to the staff, Specializeds visual merchandising standards
- Identify key employee to liaise with for communication and as a point person
- Work with Retail Services in determining specific visual needs, such as fixtures, graphics and point of sales materials for stores
- Occasional apparel merchandising support for sales presentations
- Assist Germanic Marketing team with overall planning and projects
- Regular travel to visit retailers
- Any other task assigned by the management

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online via [specialized.com/careers](https://specialized.com/careers)  
or follow the QR-Code***



### **YOUR PROFILE**

- Two years of retail experience and project management
- Two years visual merchandising experience/interior design preferred
- Advanced degree preferred
- Excellent customer service skills, in person, on the phone and in writing
- Demonstrated creative and innovative ability in visual presentation
- Demonstrated understanding of product presentation
- Elevated attention to detail
- Flexibility on the job; ability to adapt quickly and react proactively to business needs and changes in strategies. Comfortable with team-based work structure and the ability to work independently
- Strong problem-solving skills
- Self-disciplined and able to meet tight deadlines
- Proficient in Microsoft Office and Adobe application
- Very good German- and English skills
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#### *About Specialized*

*Specialized is the global leader in the designing and manufacturing of high performing technologically advanced bicycles, components and cycling apparel for world champion riders and cycling enthusiasts. Founded in 1974 and headquartered in Morgan Hill, California, Specialized is a global company with offices throughout the world.*

