



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.

Softgoods Merchandiser Europe (m/f/d) full time

The Breakdown

The **Softgoods 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. By working closely with regional marketing and marketplace teams, the Softgoods Merchandiser Europe 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 (30-50%).

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
- Proven experience working cross-functionally and internationally.
- Demonstrated ability to grow a business by setting and achieving revenue targets and KPIs.
- Superior analytical and decision-making skills with a proven ability to translate data into executable strategic plans.
- Strong knowledge of category markets, key competitors, and consumer trends.

What We Would Love to Offer You

- A front row position at the global market leader in the snowboard lifestyle industry
- Very good team spirit, flat hierarchies, shared outdoor activities and space to learn & develop
- Competitive, rewarding compensation package, depending on your qualifications and experience
- Many other additional benefits such as flexible working hours, product discounts, season pass contribution, gym membership

We look forward to receiving your application online.
Please note that an application without a CV cannot be considered.