

# BURTON



As the world's leading Snowboard Company, Burton designs and manufactures industry-leading products for snowboarding and the snowboard lifestyle, including snowboards, boots, bindings, outerwear and layering as well as year-round apparel, packs/bags and accessories. Privately held and owned, Burton's headquarters are in Burlington, Vermont with offices in Austria, Japan, Australia, California, Canada and China.

We are extending our E-com team and are currently looking for a:

## SENIOR DIGITAL MERCHANDISER (m/f/d)

### THE PRIMARY RESPONSIBILITIES FOR THIS POSITION ARE:

- Optimize website layout, marketing content, navigation, features and functionality based on analysis of identified key performance indicators, product performance and customer data to drive conversion and margin
- Implement effective digital merchandising strategies, including product categorization, product sequencing, promotions, product page optimization, and cross-sell/up-sell strategies
- Maintain and optimize site search, ensuring product names, keywords and attributes are searchable in all regional languages
- Maintain and manage user generated content to optimize product conversion and increase user engagement metrics
- Create, update, and maintain regional web content in content management system, monitor content on live site and trouble shoot or escalate
- Execute seasonal product launches
- Collaborate with Global Merchandising and Marketing teams in developing regionally relevant, compelling merchandising themes and storytelling for each season and across categories to feature trends, marketing initiatives and promotions
- Leverage that expertise to implement global web merchandising guidelines with regional nuance and local expertise within region

### ESSENTIALS FOR THIS ROLE ARE:

- 3+ years' experience of digital merchandising or an equivalent combination of education/experience
- Experience working with Salesforce Commerce Cloud or equivalent eCommerce platform
- Good understanding of analytics dashboards such as Google Analytics, Power BI and A/B testing tools
- Visual eye and understanding of merchandising
- Strong sense of urgency and ability to prioritize in a high performance, fast-paced environment
- Attention to detail
- Fluency in English required, further language skills are a plus

### OUR OFFERING:

- A strategic 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
- A multinational team, in a modern and pet friendly office, located in the heart of the Alps
- Flexible working hours and work location
- Competitive, rewarding compensation package, depending on your qualifications and experience of min. gross € 40.000 p.a.
- Many other additional benefits including product discounts, outdoor days, a seasonal snowboard, gym membership, season pass contribution, company events, etc.

We are looking forward to receiving your English CV and cover letter online at [jobs.burton.com/](https://jobs.burton.com/)