



## **Director of Merchandising**

### **Bambeco**

Bambeco is a fashion-forward retailer of environmentally responsible home decor, furniture and accessories products. At bambeco, we believe that everyone can make a difference, and that incremental change leads to real impact.

We are a people first company and strive to offer a professionally challenging and rewarding work environment. We are looking for creative, high-energy and talented professionals that have a passion for improving our planet.

### **Job Description**

The Director of Merchandising is responsible for developing and implementing the merchandising operation of bambeco.com; leading the development of online merchandising concepts, promotional strategies, merchandise assortments and product presentations that enhance the customer on-line experience.

Successful candidates will demonstrate passion for fashion-forward home décor and accessory merchandising combined with strong online merchandising experience. This role requires daily collaboration with partners in Marketing/Creative and Planning departments.

### **Position Overview:**

#### 40% Merchandising Planning and Execution

- Leads the development of online merchandising planning and execution based on online merchandise strategies and branding objectives.
- Drives Merchandising team in the development of seasonal trends, product assortment and category build-out, key item positioning, and promotional plans to maximize sales and profit.

#### 40% Product Placement and "Story" Flow

- Leads the development of online promotional strategies and product presentations to support overall branding objectives.
- Supports all online exclusive categories through strategic product development, promotional strategies, and product presentation.
- Evaluates and maintains effective product family grouping, product ordering, and categorization strategies that facilitate effective browsing and buying, reinforce a positive brand experience and support create strong visual merchandising.
- Directs and conducts regular competitive analyses to identify best practices and recommended action items.
- Collaborate directly with Marketing/Creative and Planning departments to position key selling themes, offers and promotions.

#### 20% Assembling Content for Web Page

- Partners with cross-functional teams to ensure that the web site effectively communicates the merchandising strategies and brand objectives

- Oversees the analysis of online testing and market information to identify online business opportunities, customer trends and sales risks
- Manages the final presentation/layout to drive online sales.

### **Job Requirements**

- BA/BS degree.
- 5+ years' experience in web environment, primarily with online demand generation; 3+ years' experience in retail marketing capacity, preferably with a multi-channel retailer (with management experience).
- Deep knowledge of e-commerce and Online operations and thorough familiarity with the online space.
- Experience designing online demand generation strategies and tactics.
- Demonstrated competencies in advertising and marketing communications (agency and/or client side).
- Strong sales planning and web analytics background.
- Proven experience in creating effective teamwork and an environment conducive to developing cross-functional collaboration.
- Education: BA/ BS degree
- Experience: minimum 5 years of industry experience, and 2-3 years working as a Buyer with a major retailer in home categories with E-Commerce responsibility.
- Proficiency in web analytics a plus.

### **Why work for bambeco?**

- Comprehensive compensation and benefits program
- Amazing company culture and team environment
- Be part of something cool!
- Have fun at work
- Participation in the Employee Equity Option Program
- 5 hours per month of paid volunteer time

**Job Location:** Bambeco corporate headquarters in Baltimore, MD.

**Contact:** Please send resume to [careers@bambeco.com](mailto:careers@bambeco.com).