

Sr Merchandising Manager

ePromos Promotional Products

St. Cloud, Minnesota: Accepting remote applications

Why ePromos?

ePromos has been the industry's leading distributor in the promotional space for over 20 years having pioneered many of the e-commerce practices which are commonplace today. Our award-winning website combined with our sales strategy, service capabilities and enterprise-level solutions set us apart and form the special sauce that is ePromos Promotional Products, LLC. We have a unique culture—one that consists of a flexible and collaborative workforce spread across the country. Our values are strong with a deep-rooted emphasis on giving back as part of our ePromos Care's mission. Together, we have worked year-after-year to continuously raise our standards and strive for growth—each year learning and adapting to what's ahead.

The Role:

The Sr. Merchandising Manager is responsible for the ownership and accountability of all Enterprise Level Merchandising activities, as well as per project basis general Merchandising initiatives, under the strategic direction of the VP of Enterprise Business Solutions (eBS), Sales, and Operations and in collaboration with the CMO and CSO.

Key focuses will include being an individual contributor and team manager to cover areas such as driving enterprise competitor analysis to ensure ePromos is a leader, driving emerging trends for branded merchandise collections (ie: Gifting and Kits), leading the direction of new and existing online store merchandising initiatives, assisting with eBS RFP content participation and delivery, driving decorated apparel adoption to increase sales, and be the subject matter expert on premium incentive merchandise.

As Sr. Merchandising Manager you will effectively manage the category assortment, pricing, placement and promotional strategy for assigned categories. Own the sales, gross margin, and vendor selection across assigned categories. Use data and trends (including sales, competitive, customer-level, industry-wide, global) to analyze and draw actionable insights on. Strong collaboration with Supplier Relations, Commercial and Enterprise Sales Teams, Online Store Team, Marketing, and Product Development, to hit and exceed category and company-wide business goals and objectives

Tasks:

- Be the voice of merchandising for the eBS and Program Ops teams

Product Development:

- Assist in development of private label product collection development

Online Store Merchandising:

- - Create a core collection of product for new store implementations and product refreshes

- - Set direction for new product and category selection, assortment planning and product placement
- - Heavy engagement with new store implementations
- - Ongoing monitoring of online store pricing and pricing strategy
- - Own 'Key Buyer Survey' template and monitor Program Ops stakeholder results
- - Collaborate with Program Ops team to drive individual store strategy
- - Partner with Sales & Program Ops team to ensure product is represented well during QBR's/CBR's

Apparel Category Owner:

- Partner with Sales team to drive overall apparel sales growth
- Work closely with Key suppliers to identify new opportunities for growth
- Collaborate with Dir of Training for seminars on selling Apparel and various decoration methods
- Lead apparel expert for entire Sales organization

Special Events Merchandising Lead:

- Pop Up Stores
- Experiential Events

Other:

- Stay up to date on industry and retail trends
- Provide creative merchandise direction for eBS clients as needed
- Perform continual competitive research and analysis

Do you have what it takes?

- BA or BS degree in Business or a related field
- Online store product marketing/merchandising experience
- Strong product merchandising knowledge
- Retail & fashion trends awareness
- People management experience
- Promotional Product and Premium Incentive Industry knowledge
- B2B experience preferred
- Creative
- Strategic thinking
- Must love product!
- Strong communication skills, both oral and written
- Good people skills
- Highly organized with ability to multi task
- Moderately analytical – be able to derive insight from reporting
- Detail Oriented
- Driven/ambitious
- High level of integrity
- Highly aesthetic
- High energy
- Accountability
- Can work independently with little direction

- Collaborative

The Perks:

- A competitive salary plus bonus.
- A comprehensive benefits package including PTO, medical, vision, dental, and 401k with match.
- An engaging work life. You will have access to ongoing training programs and networking opportunities.
- A fun, positive work environment.
- Growth opportunities. We're growing and you'll grow with us if you prove to be a valuable member of our team!
- The ability to work remotely

We do not accept resume submissions from third party recruiters.