

Carhartt is the original US workwear brand that has been creating high quality workwear since 1889 to serve and protect hardworking people. Our products are robust and excel in durability, comfort, functionality, fit, and styling. Customers and craftsmen appreciate our products and have often been fans of our legendary American brand for many years. Our products can be used for many (professional, crafts and active outdoor) activities and can be worn during and after work.

For our eCommerce team at Carhartt EMEA/PAC, we are now looking for a new team member:

Jr. eCommerce Merchandiser

The Jr. eCommerce Merchandiser will be an essential supporting member of the eCommerce team, focusing on the execution of product presentation and site experience tasks across carhartt.com (EMEA). This role is perfect for a highly motivated individual early in their career who is eager to learn the fundamentals of digital merchandising. You will assist in driving sales, enhancing customer engagement, and supporting overall business growth by collaborating closely with the Sr. eCommerce Merchandiser, Merchandising, Marketing, Operations, and Customer Service teams to ensure effective product visibility and site alignment with key commercial plans.

The Jr. eCommerce Merchandiser will report to the Sr. eCommerce Merchandiser.

Duties and responsibilities

- **Site Merchandising Execution & Support**
 - Assist the Sr. eCommerce Merchandiser in the execution of defined merchandising strategies to ensure an engaging and conversion-driven customer journey.
 - Manage daily tasks related to product categorization, product placement, and ranking updates to optimize visibility and customer experience.
 - Support the use of data and insights to refine product recommendations, internal search results, and navigation based on defined web KPI's.
 - Contribute creative ideas for site updates that align with current situations (e.g., weather, calendar, new arrivals).
 - Prepare and update product pricing for both seasonal and outlet items as directed.
 - Troubleshooting product information. (Making sure all online products contain the right pricing, images, size guides, etc.)
- **Performance Analysis & Optimization Assistance**
 - Utilize basic analytics tools to monitor sales trends and website performance, assisting in the identification of key data-driven merchandising actions.
 - Execute updates to ranking rules (per market) within our search and merchandising tool to ensure optimal product visibility.
 - Support the Sr. eCommerce Merchandiser in identifying opportunities to enhance the assortment strategy.
 - Assist with data gathering and analysis related to reducing product returns.
 - Provide feedback on current technical setup and propose small process improvements to increase daily efficiency.
- **Cross-functional Collaboration**
 - Work closely with the Operations and Merchandise Planning teams to track inventory levels and ensure product availability is accurately reflected online.
 - Collaborate with the Marketing team to ensure site merchandising is aligned with current promotions, product launches, and campaigns.

- Ensure timely and compelling product presentations by gathering, organizing, and uploading high-quality images, copy, tech specs, and video assets.
- **Process Learning & Contribution**
 - Learn and adhere to site merchandising processes, helping to document and maintain best practices.
 - Support the Sr. eCommerce Merchandiser in seasonal merchandise planning activities.
 - Assist in the setup and monitoring of A/B tests to improve site performance and customer experience.

What are you bringing to the table?

- Bachelor's degree or equivalent in eCommerce, Business, Merchandising, or a related field, OR 1-2 years of relevant professional experience in a fast-paced retail or digital environment.
- Strong foundational knowledge of eCommerce principles and the digital retail landscape.
- High proficiency in Excel and comfort with managing large data sets.
- Highly organized with excellent attention to detail and strong time management skills.
- Eagerness to learn site merchandising tools (e.g., Algolia, Fredhopper) and an ability to quickly pick up new systems.
- Excellent communication skills and a desire to collaborate effectively across multiple teams.
- Self-motivated and proactive in seeking out tasks and learning opportunities.
- Fluent in English (business level).
- Living in the greater area of Amsterdam, the Netherlands.

Preferred

- Familiarity with any site merchandising, analytics, or CMS platform (e.g., Salesforce Commerce Cloud).
- Additional languages (German, Spanish, French).
- Experience or interest in UX/UI principles or tools like Figma.

What do we have to offer?

Carhartt is a family-owned company for 135 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 80 associates.

We offer a 37-hour week, a hybrid way of working, a strong employee benefits package, 25 leave days per year. We supply you with home office equipment in case you would like to work from home for part of the (hybrid) workweek. Finally, we have a great EMEA team that we would like you to join in our beautiful office in Amsterdam-Oost!

Salary range for this role: € 3.500 - € 3.750 gross per month, depending on level of expertise and work experience.

Application process

We will (only) contact candidates with a suitable background (see entry requirements) and potential match for this role who live in the greater Amsterdam area. Please apply with your CV (Resume) and motivational letter. The first interview will be online (via Teams), the second interview will take place at our office.

Interested? We would like to hear from you!

Please apply via LinkedIn Recruiter: vacancy Jr. eCommerce Merchandiser