



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 fan 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 Product, Brand & Strategy team, Carhartt EMEA/PAC is now looking for a new team member:

Market Merchandiser

The Market Merchandiser is responsible for managing and executing the merchandise assortment within our 3 channels of distribution (wholesale, D2C and marketplaces) working in conjunction with the Sr. Merchandise Manager, while keeping into account the positioning of new products, innovative solutions for consumers, achieving financial targets and in alignment with 3-year business plans.

The Market Merchandiser collaborates with the cross functional teams of US Product & Market Merchandising, as well as with the following EMEA Sales, Ecommerce (D2C), Operations (demand/purchasing team) and Marketing teams, to ensure timely execution of the seasonal line plan and merchandise assortment as per the Go to Market calendar and the execution of the merchandise 3-year plan.

Duties and responsibilities

Merchandise planning and development

- Partner with the Sr. Merchandising Manager in managing and planning the Merchandise assortment within the distribution channels, while ensuring consistency and enhancing brand image and position as well as drive profitable growth and meet financial objectives.
- Participate in the team development of (seasonal) EMEA/PAC line plans, to ensure alignment between product and overall product strategy.
- Responsible for the merchandising aspect of the product lines for the EMEA/PAC region on colors, pricing, packaging, product flow, margins and profitability, retail assortments, planning of assortments and products.
- Assist in creating seasonal product briefs that provide clarity on new product introductions for the season and define the internal and external positioning in the market. Incorporating marketplace influences and consumer insights while seeking input from US teams, EMEA Sales Teams, and retailers in the region.
- Analyse the previous season's point of sale data, to impact future development needs and business changes and communicates to the US Product Merchandise team for recommendations.
- Partner with the Merchandising team on creating the seasonal EMEA pricelist and competitor pricing benchmark.
- Communicate the merchandise assortment strategies to internal partners (sales, Customer Operations, eCommerce/D2C, marketing team) in various meetings related to the Go to Market Calendar, key US product merchandising deadlines and EMEA Sales meetings.
- Manage the communication of exclusive products for wholesale and D2C.

Research & analyses, process improvements

- Conduct market and retail (consumer) research, gather information from marketplace influences, EMEA/PAC customers and key accounts, EMEA/PAC Sales and eCommerce teams to prepare competitive matrices.
- Remain informed on the relevant industries and any new technologies and innovation, continuously building technical expertise.
- Identify new opportunities for process improvement.
- Plan competitive market & tradeshow trips.

Partnering with other teams, connection to the markets

- Collaborate with our wholesale sales teams on prescriptive assortments for our retailers.
- Travel the market within the distribution channels (retail) with sales team members, to gain understanding of needs and trends of the business, shop at competitors and review other product assortments at retail partners.
- Provide regular, visible, tactical support to the EMEA Sales teams (sales tools).
- Partner with the marketing team in the execution of sales tools needed for the category – catalogues, brochures, etc. and on the key stories and product launches
- Partner with our D2C team on the merchandise assortment by delivery to provide the best experience for the consumer with our brand at the stores and online.
- Support the US Compliance team and the EMEA Compliance Analyst.

What do you have to offer?

- Bachelor's degree (B.A. /B.S.) in Apparel/Textile Design, Merchandising, Marketing, or related field; or equivalent years of experience.
- Minimum of 3 years of experience in product management or related field in the (preferred) workwear apparel industry.
- Proficient knowledge of product merchandising development, planning & brand strategy processes.
- Strong analytical skills to translate sales data, consumer needs & research into key insights for product management/merchandising.
- Quick learner with ability to work in a team environment.
- Proficient in technology and data analysis tools including Excel, Line Planning, PLM, etc.
- Strong written and oral communication skills with proven ability to communicate with all levels including management and retail partners.
- Strong organizational skills with demonstrated ability to prioritize workload and attention to detail.

What do we have to offer?

Carhartt is a family-owned company for over 135 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 85 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!

Employee Benefits:

Salary range for this role: € 4.150,= – € 4,350,= gross per month, depending on level of expertise and background. We offer a performance-based bonus, non-guaranteed, based on (global) company/team/individual annual goals. We start with a 7-month contract, followed by a 1-year contract. We do not offer sponsorship for this role.

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.