

**Carhartt is the original workwear brand from the US 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. Craftsmen appreciate our products and have been fan of this legendary American brand for many years. Our clothing can be used for many (professional, craft and outdoor) activities and can be worn during and after work.**

**For our eCommerce team at Carhartt EMEA/PAC, we are now looking for an**

## **eCommerce Merchandiser**

The eCommerce Merchandiser will take ownership in optimizing the product presentation and site experience across carhartt.com (EMEA) to drive sales, enhance customer engagement, and support business growth. This role offers the opportunity to step up and take a proactive role in shaping merchandising strategies in collaboration with the Sr. eCommerce Merchandiser.

The eCommerce Merchandiser reports to the Sr. eCommerce Merchandiser and is part of the eCommerce team; this role collaborates closely with the EMEA Merchandising, Marketing, Operations, and Customer Operations teams to refine product performance, manage stock effectively, and align site merchandising with key commercial initiatives.

Some of your tasks and responsibilities will be:

### **Site Merchandising & Strategy**

- Develop and execute merchandising strategies in collaboration with the Sr. eCommerce Merchandiser, ensuring an engaging and conversion-driven customer journey.
- Manage product categorization, product placement, and ranking to optimize visibility, sales, and customer experience based on web KPI's.
- Leverage data insights to refine product recommendations, internal search, and navigation, driving engagement and conversion.
- Pro-actively create revenue generating, creative, ideas that align with current situations (weather, calendar, availability).
- Prepare pricing for both seasonal and outlet items.

### **Product Performance & Optimization**

- Use analytics to assess sales trends, customer behaviour, and website performance, making data-driven merchandising decisions.
- Continuously optimize ranking rules (per market) through our search and merchandising tool to ensure the best possible product visibility.
- Identify opportunities to enhance the assortment strategy by aligning inventory planning with customer demand and regional trends.
- Support initiatives to reduce product returns through strategic merchandising adjustments.
- Provide input in the technical roadmap to keep improving our technical setup and efficiency to automate and scale with maximum output.

### **Cross-functional Collaboration**

- Work closely with the Operations and Merchandise Planning teams to monitor inventory levels, forecast demand, and minimize out-of-stock risks. Align local ideas and best practises and discuss these on a global level with the US team
- Collaborate with the Marketing team to align promotions, product launches, and campaigns with site merchandising strategies.
- Ensure timely and compelling product presentations using high-quality images, copy, tech specs, and video assets.

### **Process & Innovation**

- Play a key role in evolving site merchandising processes, identifying efficiencies, and implementing best practices.
- Contribute to seasonal merchandise planning, helping to align digital strategies with broader business objectives.
- Support the development of A/B testing initiatives to improve site performance and customer experience.

### **What do you bring to the table?**

- Bachelor's degree or equivalent level of work experience in eCommerce, Business, Merchandising, or a related field.
- A minimum of 3 years of eCommerce merchandising experience, ideally in apparel, fashion, or workwear.
- Experience with site merchandising tools (for example Algolia, Fredhopper) is a must.
- Strong analytical skills with the ability to interpret data and translate insights into action.
- Advanced proficiency in Excel and data management tools.
- Highly organized with strong time management skills and attention to detail.
- Excellent communication skills, with the ability to collaborate cross-functionally and present ideas effectively at all levels.
- Self-motivated, proactive, and eager to take ownership of projects.
- Fluent in English (business level); proficiency level additional languages (German, Spanish, French) is a plus.
- Experience with Figma or similar UX/UI tools is a plus.

### **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 workweek. Finally, we have a great EMEA team that you will join in our beautiful office in Amsterdam-Oost!

*Please note* that we are Carhartt workwear and *not* Carhartt Work in Progress, which is a different company and not part of the original Carhartt brand.

**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 to [emea-recruitment@carhartt.com](mailto:emea-recruitment@carhartt.com)

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!**