



# Example of Merchandising Associate Job Description

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Our company is hiring for a merchandising associate. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for merchandising associate

- Support the execution of merchandising calendar across the portfolio of brands
  - Create new selling strategies and models (subscriptions, bundles, exclusives, custom products ) for DTC to grow revenues by creating differentiation for DTC channel
  - Assist in overseeing the assortment and work with planning teams and operations to ensure inventory coverage
  - Partner on promotions strategy for direct eCommerce business by collaborating with cross-functional teams
  - Assist in the creation of customer retention strategies by coming up with new initiatives to increase repeat purchases through the direct channel and to increase consumer engagement and stickiness with the DTC websites
  - Ensure eCommerce websites have best in class merchandising capabilities including up-sells, cross sells, enhanced content
  - Support new product launches on the DTC websites and provide expert guidance to cross functional teams on how to leverage eCommerce direct channel for these campaigns
  - Take ownership for enhancing the customer experience
  - Partner with selling associates, sales support associates and cashiers to provide superior customer service (i.e., locate merchandise, assist customers, answer phones, ring register)
  - Set and maintain sales floor to national merchandising and presentation standards
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- Familiarity with sales, manufacturing, R&D and finance principles
- Superior personal communication skills, both written & verbal, presentation skills
- Ability to lead and manage cross-functional team members, provide direction and support, and make decisions on a timely basis
- 2-5 years of experience working in eCommerce in a Merchandising function for a large retailer or CPG company preferred
- Trusted team player with a proven track record of achievement
- Must be organized and demonstrate strong problem-solving skills