



Example of Senior Merchandiser Job Description

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Our growing company is looking for a senior merchandiser. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for senior merchandiser

- Conduct market and competitive assessments to help identify gaps and market opportunities in assortment based on trends and available consumer data
- Collaborate with internal teams to ensure assortments, promotional activity and customer communications lead to desired results
- Update All Functional Calendar with major category-specific activities
- Work with PR and Marketing to help drive top of the funnel product / category awareness
- Oversee photo shoots, ensuring merchandised product stories are accurately represented for use across multiple digital touchpoints (site, email, social, mobile, etc)
- Understand the merchandising and promotional levers and utilize this knowledge to create & execute the site merchandising plan
- Understand the effectiveness of your merchandising real estate and monitor performance of assigned product category on a daily basis
- Partner with Planning to find liquidation opportunities to help manage excess inventory
- Identify appropriate manufacturers for different handbag productions
- Monitor product testing and work with QC for quality standard

Qualifications for senior merchandiser

- 3-5 years of experience in online eCommerce merchandising

- Ability to coach, mentor, manage and develop direct reports, act as an advocate to internal and external teams
- Evaluate vendors' performance periodically, build up/retain potential vendor by giving them more development and phase out those which are not qualified
- Minimum 3-5 years or above of industry experience-handbag or shoes material sourcing or bag/shoes development background
- Fluency in both written and oral English skill