



Job Description - Product Coordinator

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

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| <u>JOB TITLE:</u> | Product Coordinator |
| <u>LOCATION:</u> | Montreal, QC |
| <u>REPORTS TO:</u> | Lead Director Merchandising & Planning |

*Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

With oversight from the Lead Director Merchandising & Planning, this position helps execute the vision of the Brand across all product categories. This position will work closely with Birkenstock America's product teams to bring Canada's merchandising assortment to life, from the onset development phases through to Seasonal Go To Market launches. Position will work closely with Sales, Marketing, and Inventory planning to ensure proper brand messaging at all levels including selling teams, retail partners, owned retail and tradeshow.

RESPONSIBILITIES

- Develops and manages a product portfolio consistent with brand values and corporate goals including new product development, SKU count, productivity, markdown strategy and exit strategy.
- Works with global product team during Seasonal development cycle to ensure all product briefs are executed to reach company revenue goals.
- Regularly analyzes and responds to selling trends, inventory reports, sell through detail, etc. to ensure company objectives are met.
- Gathers and analyzes feedback from sales teams, marketing partners, retailers and consumers and implements as appropriate into product and brand portfolio strategies.
- Provides clear and consistent brand vision across all sectors including selling teams, marketing teams, tradeshow, special events and public relations.
- Drives brand presentations including seasonal presentations, catalog and print media, tradeshow, promotions etc.
- Manages all sample requests including sales team, accounts request, and showrooms across Canada.
- Supports and motivates selling teams with operational tools, selling strategies, sponsorship and brand outlook. Provides regular and consistent communications to stakeholders regarding current strategies, projects and timelines.
- Maintains current knowledge of emerging trends in all relevant industries including footwear, health and wellness, fashion and media. Shares and implements as appropriate.
- Regularly attends trade shows, professional events, consumer events, buy meetings and more.

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- Partners with Lead Director Merchandising & Planning, US and German counterparts to ensure consistent brand messaging and brand value creation.
- Manages our B2B Platform and update seasonally in partnership with Marketing.
- Other projects and duties as assigned.

POSITION REQUIREMENTS/QUALIFICATIONS

- Bachelor's degree (B.A./B.S.) in Business, Industrial Design, Marketing or related field from a four-year College or university or combination of relevant education, experience and training.
- Two plus years in Category Management to include financial contributions, margin analysis and inventory management.
- Minimum two years' experience in Product Design and Product Development.
- Experience with wholesale sales, retail management, consumer relations, or ecommerce management, footwear industry preferred.
- Experience with marketing, product merchandising, visual merchandising, branding, footwear industry preferred.
- Solid understanding of fashion industry, color theory, consumer trends and consumer behavior.
- Solid knowledge of regulations in regards to manufacturing, product safety, consumer protection and child safety.
- Strong verbal and written communication skills, including facilitating meetings and presentations with a high degree of integrity. Should be comfortable presenting in front of large groups of people with great presentation skills and the ability to engage and influence.
- Strong Excel skills.
- Proficient in Microsoft Outlook, Word and PowerPoint.
- SAP experience a plus.
- Strong process improvement and problem-solving skills.
- Works with a sense of urgency and efficiency without sacrificing accuracy and quality.
- Takes ownership for all assigned areas of responsibility.
- Excellent time management skills.
- High attention to detail and accuracy.
- Strong organizational skills.
- Must be able to lift and/or move up to 30 pounds.
- Ability to travel domestically and internationally if required.
- Must be bilingual (French/English)
- Must be able to work flexible schedule to include occasional weekends and holidays.

If interested, please email resume to kramos@birkenstockusa.com and mhoessl@birkenstockusa.com please have the subject line read "Product Coordinator".