**Job Description:** Responsibilities include all activities to support the operations of the Rossignol Noram online store, focusing on merchandising and product set up, positioning and content. Ensure the best experience for users looking for products on our North America websites (product info accuracy and relevancy, right navigation and filters to facilitate their search). Routine duties include keeping the site well merchandised, products properly displayed in categories, with the right set of images and content to highlight features and benefits of the product. Ensure product lifecycle of new collection publication and removal of old collections, including end of season discounts and any ad hoc promotions in support of sales strategy. He/She will liaise with European Headquarters teams, product managers, digital marketing and customer service. This role reports to the Sr. Digital Merchandising Manager.

**Job Title:** **Digital Merchandising Coordinator**

**Department: Ecommerce**

**Located:** **Park City, UT**

**Reports to: Sr. Digital Merchandising Manager**

**Prepared Date:** 02/18/2022

**Target Start Date: ASAP**

**General Purpose:** The primary role of the Digital Merchandising Coordinator is to support the develop and execution of the Rossignol Group’s merchandising strategy online so the business achieves its ongoing revenue and margin targets. This work will involve placing merchandise in ways to help website visitors find what they’re looking for and supporting actions to converting visitors into customers, ultimately inspiring, engaging and creating consumer evangelists of the products offered by Rossignol.

**Key responsibilities:**

* Seasonal catalogue building
* Coordinate online merchandising activities (ad hoc page creation, product sorting, cross-sell and up-sell, etc)
* Pricing maintenance activities, including promo and end of season sale price uploads/updates.
* Upload of content on the site CMS including but not limited to homepage banners, page headers, promotional banners and other assets when needed.
* Support marketing with online content activities, both text, imagery and links for banners and newsletters ensuring products featured in marketing content are always seasonally relevant and aligned to commercial strategy.
* Take care of the products and categories supporting SEO optimization.
* Help with site testing and bug reporting both for maintenance activities and new projects.
* Assist with reporting

**Qualifications/Skills:**

* Online Merchandising.
* Skills and interest of ecommerce systems, internet technologies and user shopping journey insights to drive merchandise sales, customer acquisition and retention.
* Attention to details, preciseness, accuracy
* Excellent usage of excel
* Html basic knowledge
* Passionate about winter sports such as Ski or Snowboarding
* Excellent ability to work to tight deadlines and handle workload
* Experience in working in multicultural team would be a plus
* Pro-active, curious, eager to learn, adaptable to changes, comfortable with ambiguity

**Physical Demands**

* Office work; using computers, network applications and other digital means (phone, tablet, online websites) to perform essential job functions.

**Experience**

* 1+ years in consumer ecommerce
* Expertise in online merchandising
* Experience with working in online ecommerce platforms (Magento, Salesforce, etc); working back-end administration to manage web storefront, curating product categories, product pages, ad units, etc.

**Work Environment**

* General office setting, with remote and working from home as necessary.

**Travel Requirements**

* Occasional domestic and international travel as required.