

JOB DESCRIPTION

Job Reference: J038/WW/C0091/ 2018

VP Merchandising (based in Shanghai)

- Category Management - Hiking
- Impactful to business grow
- Greater China coverage

Our client is a global recognized hiking footwear brand; their footwear has been developed for people who want to in touch with nature and love to move fast across mountains and trials.

Supporting the Managing Director, your key responsibility is to manage and define the footwear merchandising approach and strategies for the brand. Through clear analysis and communication of competitive positioning, market and opportunities, you would lead and align segmentation and differentiation strategy to fit with local market characteristics, budgets, and SKU counts.

Most importantly you would lead the development and implementation of short and long-term strategies resulting in optimizing potential for revenue and market share of the brand across the Greater China region. Your role is to ensure the vision and stories are integrated within the categories and regions, and most compelling seasonal Footwear assortment is executed. You will also be engaged in pricing strategy, product mix, and inventory management.

The ideal candidate will have a minimum of 15 years of Merchandising experience and 3 years of Footwear Merchandising experience backed by formal tertiary qualification. This candidate will be able to jump in as a hiker and brand expert at the end-use or category level.

You should have experience with a variety of go-to-market models (direct to consumer, wholesale, retail, e-commerce etc.). Work productively in a dynamic environment and demonstrate strong interpersonal skills in working cross-functionally. A team leader who could build a strong Footwear Merchandising team.