



**Saddleback Leather Co.  
Job Description**

**Online Merchandiser**

**1. About this position**

The Online Merchandising Specialist(OMS) is responsible for driving marketing strategies centered on intelligent market segmentation, consumer insights, market revenues and margins as well as customer satisfaction, retention and market share development across the business. They will be responsible for shaping our product lines and making recommendations for new products and discontinuing current products.

The OMS accomplishes this through direction from the Marketing Manager. By applying strong relationship skills, resourceful initiative, attention to detail, positive attitude, strong follow-through, and the overwhelming desire to learn. Proactively identifying inconsistencies, solving problems swiftly and effectively, managing multiple tasks & reporting results, and asking questions are other ways the OMS ensures a solid relationship is formed with the Saddleback team and our customers.

The responsibilities that follow are performed under the supervision of the Marketing Manager. Discretion is used and situations considered, but the Marketing Manager must approve most final decisions.

**2. Essential Skills and Duties**

1. Collaborate on the visual merchandising vision for Saddleback. Includes identifying and launching key initiatives, design promotions, photography campaigns design display, copy and graphics to maximize profits & inventory levels.
2. Collaborate with marketing and social teams to develop a coordinated merchandising/marketing plan, and implement initiatives that generate new customers, increase customer loyalty, brand awareness ultimately resulting in conversions
3. Executes on the creative vision and brand for the company including direct research, planning, and coordination activities to ensure that all designs are branded in accordance with company-wide brand positioning guidelines.
4. Work closely with Product Development Coordinator and creative team to execute new design launches and campaigns.
5. Provide launch strategies to ensure cohesive representation for all design lines.
6. Track, evaluate and improve site user behavior; make recommendations and A/B test to improve user experience
7. Research market data to provide recommendations for setting product prices and setting sale prices and price reductions.
8. Monitor design margins and sales performance to ensure goals are being met. Create and deliver financial reports to team and management (including design performance).
9. Monitor industry trends/ research and competitor merchandising strategies to increase the company's awareness of customer/market needs and convert this information to corresponding action plans.

**10. How we know you are the most qualified person for this position**

Education and Experience

1. Bachelor's degree in Merchandising, Marketing or equivalent experience preferred
2. 2-4 years of experience in online merchandising required
3. Experience in ecommerce environment is preferred

Technical Skills



## Saddleback Leather Co. Job Description

1. Strong interpersonal skills and ability to communicate effectively both orally or in written form with Management, internal and external customers
2. Financial knowledge, including knowledge of forecasting and cost analysis
3. Experience with internet merchandising and ecommerce best practices
4. Ability to use data and analytics to drive decision making
5. Strong creative skills and vision that are balanced with an analytical perspective
6. Possess strong organizational development skills, including the ability to form solutions to complex issues through teamwork and cooperation across the business
7. Strong computer user skills, including understanding of business software, especially Excel and Google Docs, and the ability to learn and new software applications and other technology
8. Extremely well-organized and detail oriented; able to stay organized, on task and meet deadlines
9. Strong and objective critical thinking and problem-solving skills including the ability to think big picture but then delve into finite details
10. Able to work independently on multiple projects and with multiple stakeholders
11. Able to take initiative and think ahead a few steps as necessary
12. General business knowledge and the ability to negotiate with vendors regarding raw materials
13. Flexibility and the ability to thrive in a fast-paced, changing environment
14. Ability to work collaboratively and effectively across teams and functions

### Behaviors you must have because we can't teach them to you

- a. **Warmth and Humor:** The ability to interact with team members and partners in friendly way
- b. **Verbal Communication:** The ability to quickly assess the needs and communication style of a partner and speak to them in their "language."
- c. **Written Communication:** An expert ability to write without typos, misspelled words or grammatical errors. The ability to use templates to personalize, matching your persona and the personality needs of each individual situation. The ability to convey warmth and tone through the written word. The ability to accurately and precisely convey the message the client needs to hear/see so there is no misunderstanding about what happens next. And all the other things in part b, except in writing.
- d. **Problem Solving:** The ability to look beyond the obvious and determine what things at a macro and micro level need to be addressed, fixed, changed or enhanced. This includes quickly finding solutions to basic problems with ease and with minimal guidance from management – i.e. "self-directed"
- e. **Accountability:** The ability to accept responsibility for what is yours, whether it is a heroic win or a mistake. The determination to find solutions rather than pointing blame at others. The ability to accept constructive feedback for improvement and positive feedback for recognition. The ability to do something you don't like doing -- but is in the best interest of the client and company -- without complaining about it.
- f. **Making others better.** The giftedness to inspire your team to it's highest level, and create an environment where they thrive and perform to their maximum capability. Intimately know your team member's unique individual personal style, passions, and proficiencies.
- g. **Results Focus:** The eagerness and drive to get things done without frequent reminders. Initiative.
- h. **Detail Orientation:** The ability to achieve a high level of accuracy in regards to client data, communications, etc.
- i. **High Integrity:** The desire to do the right moral, ethical and honest thing especially when no one else is looking. Exhibit high character always, both in good and hard/stressful times.

## 1. Special Requirements/Working Conditions

### Physical



**Saddleback Leather Co.  
Job Description**

- a. Sitting for extended periods
- b. Repetitive use of mouse and keyboard
- c. Using a telephone headset for extended periods

Environmental Conditions

As Online Merchandiser, you are required to be in the office during normal working hours.

The Online Merchandiser has significant contact with business partners, vendors and other Saddleback employees

Machines and Equipment

Laptop, headset, internet reimbursement

Other Requirements

Ability to occasionally work extended hours and weekends as necessary. Availability for meetings and support during regular business hours.

**2. Reporting structure**

|  |                              |
|--|------------------------------|
| <i>Directly Reports to:</i>                            | Marketing Manager            |
| <i>Others reporting to Direct Supervisor:</i>          | Other Marketing Team members |
| <i>Positions reporting to the Online Merchandiser:</i> | None                         |

**3. Budget and Authority Levels**

|                                   |       |  |    |
|-----------------------------------|-------|--|----|
| Budget Responsibility:            | TBDas | Hiring Authority:  | No |
| Signature authority for Invoices: | TBD   | Signature authority for performance reviews and other performance documentation: | No |

This job description is intended to describe the general nature and level of work performed by employees assigned to this position. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees so classified. Changes to duties and responsibilities, as well as changes to this job may be made at any time at the discretion of management. Saddleback Leather Company is an “at-will” employer; this job description is not a guarantee of continued employment. Saddleback Leather Company is an equal employment opportunity employer and does not discriminate on the basis of race, color, religion, gender, physical or mental limitation, age, veteran status, ancestry, national origin, marital status or any other characteristic or classification protected by law.