



To strengthen our International Retail Management Team at our Headquarter in Huenenberg/ZG, we are looking for a motivated and well-educated person as

Visual Merchandising & Retail Marketing Manager (100%)

In this broadly-based position you are responsible for the following main tasks:

Visual Merchandising (VM)

- Develop VM concepts in collaboration with Head of Retail and execute in our own Retail Channel (Window Set-ups, In-Store VM, Update of Imagery, Tool Boxes)
- Ensure that all our Brand Stores and Outlets implement seasonal stories and support the execution. Follow up with best practice analysis & learnings
- Train Store Staff and 3rd Level Support for all aspects of Visual Merchandising to ensure Brand consistency in our Retail Portfolio for Stores and Outlets
- Support season kick-off preparation and provide Retail Stores with printed visuals for the season, including merchandise selection for the various store types by intake months
- Responsible for controlling the In-store Retail Marketing Budget
- Responsible to execute Seasonal Merchandise Plans and Color Stories in store, based on the handover from Retail Buying & Planning Manager.

Retail Marketing

- Responsible for Creating and Maintaining the Facebook Portfolio for Retail Stores and Outlets
- In partnership with Brand Marketing, creating a 3-level content plan for Facebook, which features Brand Communication, Monthly Retail Specific Promotions and give space for Retail Store Manager contents as well
- Based on the monthly Outlet Window plan, ensuring the ODLO Promotional Item visibility on Outlet Centre's Website and keep close relationship with Centre's Marketing Department
- Partner with E-commerce Email Marketing to ensure monthly Outlet & Brand Store Promotional Communication to our customer database

Are you interested to work within a dynamic, fast changing organization in the exciting world of sport with strong ability for advancement? Send us your complete application – we look forward to receiving it.

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Job Applicant Privacy Notice:
<https://www.odlo.com/de/de/customer-service/privacy-security/privacy-policy-new.html>

ODLO – ENGINEERS OF ACTIVE LAYERS

Born in Norway and engineered in Switzerland, Odlo offers performance sportswear across 6 categories: functional sport underwear, running, training, cycling, Nordic disciplines and outdoor.

With more than 70 years of heritage, Odlo, the inventor of performance sports underwear and the three-layer principle, continues to innovate, always making sure that it stays one step ahead, and is distributed in over 35 countries.

As a full-year performance brand, Odlo also shows strong commitment towards social and environmental sustainability, and is proud of its leader status at the Fair Wear Foundation.

