

Director of Merchandising SERRV International

Based in Madison, WI, **SERRV International** is a 72-year old fair trade, nonprofit organization dedicated to creating employment, fair wages and social benefits for under-privileged artisans and farmers around the world. Our beautiful handmade products are sold through our catalog and web site (SERRV.org), and through retail stores around the country.

Reporting to the CEO, the **Director of Merchandising** will oversee development and implementation of our annual merchandising plan, providing leadership for product development, product marketing, and a dynamic global assortment of handcrafted products for our sales channels.

This is a unique and exciting position for someone with experience building sales through a differentiated product strategy, and with a commitment to Fair Trade as a strategy to reduce poverty and empower marginalized artisans around the world.

RESPONSIBILITIES:

- Oversee our artisanal product assortment and merchandising strategy, enabling us to continue expanding our sales and international developmental goals
- Lead our product development / merchandising department, working as a team to develop, buy and sell successful new products for our multiple sales channels
- Oversee development of both seasonal and core product assortments and campaigns
- Manage pricing strategy and product markups, effectively monitoring profitability and sell-through, and managing markdowns as required
- Manage inventory levels and buys within an Open-to-Buy budget
- Supervise on-time delivery of products in order to meet seasonal launch dates
- Stay abreast of market trends and competitive activity in order to inform product assortment decisions, pricing, and product life cycles
- Collaborate with Sales and Marketing to create differentiated sales and promotional strategies through our catalog, point-of-sale materials and digital media
- Maintain and build positive working relationships with our international artisan producer groups and cooperatives, helping them grow their capacity and income potential
- Work with our artisan producers on continuous improvements in design, quality, story-telling, labeling and shipping

REQUIREMENTS:

- Bachelor's degree in merchandising, marketing, design or related fields
- 7-10 years of experience in product development, product management, retail merchandising or buying. Experience in marketing a plus.
- Knowledge and experience in developing products for home, gift, food and/or fashion. Knowledge of handcrafting processes a plus
- Proven ability to develop a stylish, differentiated and high-performance consumer product assortment within a competitive market

- Experience in budgeting, inventory management and promotional planning
- Ability to analyze sales, market trends and customer segments in order to guide product strategy and purchase orders
- Experience evaluating retail performance indicators, including sales, margin, ASP, sell-through and inventory turns
- Effective leadership and management skills, with prior experience managing a high functioning team
- Excellent communication and presentation skills, with strong skills in product storytelling
- Strong organizational skills and attention to detail
- Proficiency in all Microsoft applications, with advanced skills in Excel
- Ability to work effectively with a globally diverse group of small-scale producers, many with limited resources
- A strong commitment to our fair trade mission. Experience working in fair trade or in economically developing countries a plus
- Ability to travel domestically and internationally (2-3 times per year) post COVID-19.

SERRV International offers a strong compensation package, including generous healthcare, dental and retirement programs, vacation and sick leave, employee product discounts, and a casual work environment.

To apply: Please submit your cover letter, resume and salary expectations to apply@serrv.org. No calls, please.