



Human Resources
411 Farwell Avenue
South Saint Paul, MN 55075
651-552-5253
hr@sportsmansguide.com

Channel Merchant

We have a fantastic opportunity for a Channel Merchant within our Merchandising department. This position will be responsible for implementing the overall merchandising strategy for all channels including catalog, internet, and email. The individual will work closely with the Director of Channel Merchandising, Merchandise Managers and Inventory Analysts to develop product promotional strategy and plans to meet the category goals. The Channel Merchant will also work closely with Digital Marketing and Advertising to ensure products are effectively merchandised and marketed in all channels.

Other responsibilities include:

- Implements strategic category direction of all assigned categories through promotion planning, channel product selection and content for all sales channels. Collaborates with category team to maximize sales and margin of all assigned categories.
- Maximizes sales of each item online through effective product presentation and accurate advertising content. Generates new and reviews existing internet product pages to create the most effective sell message. Reviews each product page for effectiveness and accuracy of copy, images, pricing, videos, callouts, benefits, specifications, reviews, accessories, and manuals. Communicates any necessary changes to e-commerce and Creative Services for updates as needed.
- Creates seasonal promotional plans for all programs and items in managed categories. Partners with Digital Marketing team to create and slot promotional calendar for all online promotions. Slots, paginates and manages all print marketing. Monitors successful and unsuccessful promotions and reports findings to Merchandising team.
- Participates in negotiating and securing vendor marketing funds, works with vendors to negotiate internet promotions and event opportunities. Prioritizes and partners with the Digital Marketing team to maximize negotiated opportunities.
- Maximizes sales and brand impact for new product introductions in all channels. Provides recommendations for expansion of product offerings into new and existing programs and brands.
- Reviews and communicates class, subclass and item profitability reports. Analyzes reports to determine if margins are acceptable. Participates in the development of sales, margin and inventory budgets for assigned classes.
- Monitors customer submitted content such as reviews, photos, and BizzareVoice reports on a routine basis. Informs Merchandise Manager of negative product reviews and addresses online if appropriate. Identifies items with multiple "Ask and Answer" questions and adjusts product content to include this missing information.
- Partners with category team to identify slow turning items, aged inventory and obsolete product. Identifies and creates appropriate action plans managing sell through to maximize margin rates while attaining inventory goals.
- Identifies and monitors primary online competitors for each category. Routinely monitors competitor's pricing, content, promotions and assortment through internet, direct mail and store visit research. Compares competitor websites with the company website and makes recommendations and improvements as needed. Communicates competitor research findings to ensure products are priced and promoted to meet established objectives.
- Keeps manager and business partners informed of important developments, potential problems and related information necessary for effective management. Coordinates and communicates plans and activities with others, as appropriate to ensure a coordinated work effort and team approach.

SPORTSMAN'S GUIDE CORE VALUES Hungry for Growth • Prudent Risk Taker •
Can-Do Resourceful Spirit • Embrace Fun • Respect the Individual • Open to Change



Human Resources
411 Farwell Avenue
South Saint Paul, MN 55075
651-552-5253
hr@sportsmansguide.com

- Supports category team in vendor meetings, vendor visits, trade shows and other internal and external meetings or events
- Performs related work as apparent or assigned.

Minimum Education, Experience and Knowledge:

- Bachelor's degree in merchandising/marketing/business administration or related field or equivalent experience.
- 2+ years experience in merchandising, buying, inventory management or product development preferred.
- Knowledge of outdoor sporting goods products and industry a plus.
- Results driven and resourceful with strong creative thinking, analytical and problem solving skills.
- Excellent interpersonal, written and verbal communication skills.
- Proven history of collaboration across multiple departments.
- Able to prioritize tasks and meet deadlines.
- Strong computer skills, including Word and Excel.
- Domestic travel up to 10% may be required

The Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, vision, 401(k) with company match, paid parental leave, PTO and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmansguide.com

SPORTSMAN'S GUIDE CORE VALUES Hungry for Growth • Prudent Risk Taker •
Can-Do Resourceful Spirit • Embrace Fun • Respect the Individual • Open to Change