

Merchandise Specialist Japan

Birkenstock Japan株式会社での募集です。 マーチャンダイザー（...

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
Birkenstock Japan株式会社

Job ID
1625034

Industry
Apparel, Fashion

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
5 million yen ~ 7.5 million yen

Work Hours
09:00 ~ 18:00

Holidays
【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 GW 夏季…

Refreshed
November 26th, 2026 16:14

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2366139】
Purpose and background of the job:

General Purpose:
・ Merchandise Specialist Japan will play a key role to elevate Birkenstock’s offering by delivering a product offer and Go to Market Plan that exceed customers’ expectations.

・ Develop and execute mid to long term merchandising plans for the Japan market working closely with cross functional teams to maximize sales opportunities and drive sustainable business growth.

Tasks and accountabilities:
In the Japan region the Merchandise Specialist collaborates with the Head Merchandiser to play a leading role in driving the product assortment pricing and Go to market plan.
This position requires creativity knowledge of market trends and excellent communication skills. With industry experience and unconventional thinking you will drive business growth from the product side.
・ Assortment Range Building
o Lead merchandising strategies for the Japan market within Birkenstock's offerings Collaborate with the Retail Online and Wholesale teams and the Buyer to develop pre season plans aligned with long term strategic planning Develop bottom up assortment plans by category style color and price point to optimize the product mix across channels.
o Localize the global product assortment for the Japan market based on consumer needs channel requirements and business opportunities.
o Analyze Japanese market trends to identify consumer preferences competitive landscapes and channel requirements maximizing sales opportunities and optimizing the product assortment.
o Monitor product and sales performance including inventory trends to identify opportunities and inform merchandising actions
o Support channel teams and Marketing in executing product launch plans by identifying and sharing commercial opportunities and risks for key products.
・ Market Insight
o Collect and integrate market feedback from consumers retail partners and internal teams to inform future product and commercial plans
・ Additional Responsibilities:
o Provide channel teams with seasonal product highlights and product information to support their planning and execution.
o Merchandising Data / Tool coordination
o Seasonal visual assortment calendaer creation
o Sample management
o Collaborate with the Head of Merchandising on quality control and resolving product related issues
o Maintenace Seasonal Product Master
o Seasonal Pricing plan

Required Skills

Competencies:

・ Self starter and driver with high degree of curiosity
・ Hands on with can do attitude
・ Demonstrated experience and understanding of Japan Fashion Market
・ Product and merchandising background
・ Comsumer centric thinking
・ Project and time management high level of planning and organizational strengths
・ Ability to work precisely in a solution oriented manner
・ Ability to work in an international team

Qualifications:

Education
・ Bachelor’s degree or above is required

Work experience
・ Minimum of 5 years of experience merchandising
・ Experience in the footwear fashion industry preferred
・ Experience in multi channel environments such as Retail Online and Wholesale

Language Skills and related level
・ Japanese native
・ English business level

Technical Skills
Mandatory:
・ MS Office with mid to high level of Excel proficiency
・ Open to learning and adapting to Birkenstock systems and tools landscape
Optional:
・ Advanced skill of Excel is a plus

Company Description

ビルケンシュトックは、そのルーツを1774年のドイツに遡るグローバルブランドです。創業当初より人々の足の健康を守るという意志に基づき、機能的で高品質な製品を提供するタイムレスなブランドとして、世界中で愛され続けています。＜ドイツに根付いたグローバルブランド＞グローバルに展開するビルケンシュトックは、世界でトップ5のフットウェアブランドであり、同時に、世界で最も知名度の高いドイツブランドの一つでもあります。ビルケンシュトックでは素材や部品の90％以上をヨーロッパ圏内で調達し、製品の95％以上をドイツで製造しています。素材テストのための最先端ラボを自社内に設けることで、業界で最も高い環境的・社会的基準に従って靴づくりに取り組んでいます。＜フットベッド（中敷）の生みの親＞ビルケンシュトックは、お客様の生活をよりシンプルで美しくするための製品作りを心掛けています。その中心となるのは解剖学に基づいた形状のフットベッドです。今日では快適さを表すために広く一般に使われているこのフットベッドは、ビルケンシュトックによって生み出されました。そして、フットベッドは我々が行うすべての活動の哲学とスタンダードでもあります。 人々の”自然な歩行”を促す、ビルケンシュトックというブランドの核となるものです。