

# Trade

## VP of Merchandising

### About Us

At Trade ([www.drinktrade.com](http://www.drinktrade.com)), we believe that anyone can make great coffee at home when they have access to roasts and tools tailored to their preferences. So we've curated over 450 coffees from 60+ small-volume roasteries around the USA, and we pair each customer with their perfect match through a simple online quiz. The result? Our customers have been obsessed, ordering over 9 million bags of coffee to date. Now, Trade is poised to accelerate our growth as the premier online destination for the \$14-billion at-home coffee market...and we need your help.

### The Role

As the Vice President of Merchandising at Trade, you will play a pivotal role in developing and implementing merchandising strategies that position Trade as the premier destination for consumers seeking the ultimate coffee experience at home. Your responsibilities will extend to driving strategic expansion initiatives, managing a comprehensive merchandising calendar, fostering relationships with suppliers, and spearheading revenue-generating programs. You will play a key role in shaping Trade's growth trajectory and enhancing its brand presence in the market.

You will:

- Devise comprehensive creative merchandising strategies aligned with Trade's overarching goals and objectives
- Identify market trends, consumer preferences, and competitor insights to inform merchandising decisions, ensuring that Trade is the preferred choice for consumers seeking exceptional coffee experiences at home
- Collaborate with cross-functional teams to expand Trade's product offerings, venture into new categories, and launch innovative products and services that resonate with Trade's target audience
- Develop and manage a dynamic merchandising calendar tailored to the diverse needs of Trade's customer base with the goal of creating a sense of excitement and engagement
- Design and implement programs and initiatives aimed at maximizing revenue, retention, and conversion
- Cultivate strong partnerships with existing suppliers while actively seeking out new vendors to diversify Trade's product portfolio

- Negotiate favorable terms, pricing agreements, and exclusivity arrangements to ensure competitive advantage and product quality
- Develop and own quarterly and annual forecasting for partners as well as the business review process needed for ensuring continuous alignment, exceptional performance, and margin growth

#### **You have...**

- 8-10 years of experience and a proven track record of success in merchandising, product management, or related roles within the consumer goods industry
- Demonstrated experience in developing and executing creative merchandising strategies that drive revenue growth and customer engagement
- Excellent analytical skills with the ability to interpret data, conduct market research, and make data-driven decisions
- Exceptional leadership abilities with a collaborative and results-oriented approach; you can build consensus and manage a process that gets things done

#### **You'll be successful in the role if...**

- You're focused on customers and have a strong understanding of retail dynamics, consumer behavior, and market trends
- You know how to translate your creative thinking into actionable and effective plans
- You're motivated to create clarity, process, and results out of complexity, ambiguity, and opportunity
- Your communication, negotiation, and relationship-building skills are exceptional
- You know how to structure win-win-win opportunities and get the most out of partners while fostering exceptionally collaborative and productive relationships
- You're looking to build an incredible customer-facing business (bonus if you're excited to do so in the specialty coffee space)

#### **Office Guidelines**

While we operate in a hybrid-first environment, the office is open and available for all Monday through Friday. Team members are expected to spend at least three days (Tuesday, Wednesday, and Thursday) in-office each week. Our goal is to foster collaboration, connection, and transparency, and we know from experience the important role that in-person time plays in this effort.

#### **As part of the Trade team, you'll get...**

- To be involved in building a growing and profitable company with an experienced leadership team and a mission-driven and values-based culture that permeates everything we do
- An opportunity to grow, learn, and leave your mark on our growing organization

- Mentorship from the leadership team
- \$500 a year to spend on amazing coffee!
- Competitive salary and unlimited vacation
- Best-in-class health benefits and 401K
- 11 paid holidays annually