

Hallmark Cards has an immediate opening for a Retail Merchandise Manager in our Kansas City headquarters. The Retail Merchandise Manager (MM) is accountable for planning and managing the retail product assortment and product life cycle for their assigned categories in the Hallmark Gold Crown store. This role has P&L responsibility for the retail performance of their categories in the company-owned stores. The MM builds an integrated assortment plan, partners with internal Hallmark product development for categories that we produce, directly sources non-Hallmark product and makes final buying decisions. MM's are responsible for developing the assortment plans necessary to achieve revenue, cost and margin targets for their categories. The role partners closely with internal product development and non-Hallmark vendors to ensure appropriate products are developed or purchased to meet the assortment plan. They also partner with Demand and Inventory Planning on the planning, forecasting and allocation efforts for retail. The MM works with the visual merchandising and marketing teams to effectively display and promote their product lines. There is a close partnership with the store operations group to ensure that stores have the product knowledge necessary to sell the programs. Collaboration is key in this highly integrated environment.

The division manages the following categories:

- 1.. Kids – plush, games, accessories, puzzles,
- 2.. Girlfriend Gifts – jewelry, accessories, bath and body, and other on-trend pick-up gifts
- 3.. Sentiment Décor – Editorially focused artist based collections, wall art, framed sentiments
- 4.. Baby and Wedding Gifts
- 5.. Collectibles – Willow Tree, Jim Shore, Precious Moments
- 6.. Books – kids and gift books
- 7.. Memory Keeping – frames, albums
- 8.. Candy/gourmet
- 9.. Candles/home fragrance
- 10.. Seasonal gifts and décor

In this position you will:

- 1.. Build category assortment plan(s). Select product to fill the assortment plan. Manage overall pricing and margin structure to achieve financial targets for the entire portfolio. Ensure sales and margin plans meet wholesale and retail business requirements.
- 2.. Make decisions on inventory levels and coordinate the product lifecycle management for the category.

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(See attached file: Retail Merchandise Manager.pdf)

To apply for the position please visit [www.hallmark.com/careers](http://www.hallmark.com/careers). Then click on "Search Jobs". In keywords enter the vacancy number. The letters "IRC" must precede the numbers 70005. Hallmark is an Equal Opportunity Employer - Principles Only, Please