

Brand Merchandiser | B2B Product Marketing Strategy

At Boundless, we believe in being intentional with everything we do. As we help our clients build innovative product campaigns, we know that each choice needs to combine thoughtfulness, creativity, and quality to truly elevate that brand's identity. That's why we're branding products with purpose—to not only better represent our clients' brands but to create that lasting, sustainable impact.

We are looking for a skilled and solutions-oriented Brand Merchandiser with a strong knowledge of retail, trends, and physical products. The ideal candidate should be open-minded and passionate about creating holistic brand experiences.

Responsibilities include conducting extensive research, analyzing findings, making recommendations, presenting to internal teams, and briefing creatives. The role will report directly to the VP of Marketing and Sales Operations. This individual will also work closely with the graphic designers and sales team to support client-facing presentations, understanding specific brand guidelines, and merchandising appropriately. This position will demonstrate how carefully curated products tell the story of our brand and of that of our clients.

Essential Functions

- Conducting extensive primary and secondary research
- Staying up-to-date on consumer research and market trends
- Analyzing research, data, and trends
- Identifying insights, challenges, and opportunities
- Identify new suppliers and products that reflect consumer preferences and drive sales
- Selecting appropriate products for various marketing initiatives- social media, email campaigns, vertical market publications, seasonal trend lookbooks, standard product collections, initiatives with impact
- Translating trends to reflect a client's brand identity in a merchandised collection
- Writing compelling brand stories
- Briefing and collaborating with creative teams
- Leading ideation and brainstorming sessions

Job Specifications

- Degree in business, marketing, branding, communication or related fields required
- Previous experience as a brand merchandiser or similar role
- Excellent communication skills, both verbal and written
- Analytical and problem-solving mindset
- Creative and compelling storyteller
- Strong research skills
- Strategic thinker
- Excellent presentation skills

Other Specifications

- This position may report to our downtown office in Austin, TX with a flexible WFH schedule or be fully remote

Benefits & Perks

- Medical, dental and vision insurance
- Paid vacation, sick, and personal time
- 401(k) with matching
- Discounted gym membership
- Community involvement and volunteering opportunities
- An abundance of cool SWAG

About Boundless

Boundless is the first promotional marketing company to bring together the people, the process, and a unique technology platform to drive results with visibility and control. We unlock the creativity and collaboration in organizations, sparking lasting connections with the people they care about. The company works with over 10,000 buyers representing upwards of 3,000 companies. Headquartered in Austin, Texas, Boundless has locations throughout North America. For more information, visit www.boundlessnetwork.com.

At Boundless we welcome all applicants regardless of gender identity or expression, sexual orientation, race, religion, age, national origin, citizenship, pregnancy status, veteran status, or any other differences.