



JOB DESCRIPTION – MERCHANDISING MANAGER

Job Title: Merchandising Manager
Department: Merchandising
Reports To: Head of Merchandising

Job Overview

As the Merchandising Manager at Trendie, you will play a pivotal role in shaping the in-store customer experience by planning and executing strategic product displays and assortments that enhance sales performance. This role involves leading a dynamic team of merchandisers, collaborating closely with the buying team, and ensuring that all merchandising efforts align with Trendie's brand ethos and strategic objectives. You will be responsible for driving innovative merchandising strategies that resonate with our customers while upholding our brand's visual standards and commercial goals.

Key Responsibilities

- **Merchandising Strategy:** Develop, implement, and refine merchandising strategies that align with company objectives, customer preferences, and market trends, aiming to drive sales growth and improve the overall customer experience.
- **Visual Merchandising:** Oversee the conceptualisation, design, and execution of visually compelling in-store product displays, ensuring alignment with Trendie's brand guidelines and enhancing customer engagement.
- **Product Assortment Planning:** Collaborate with the buying team to curate a product assortment that meets customer demand, optimises inventory turnover, and ensures product availability at key times in line with seasonal and promotional plans.
- **Sales Performance Analysis:** Regularly monitor sales data and key performance metrics, adjusting merchandising plans and strategies to meet sales targets and maximise profitability.
- **Leadership and Team Development:** Lead, mentor, and develop the merchandising team, fostering a collaborative, high-performance environment. Provide ongoing coaching, training, and support to ensure team success.

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- **Store Audits and Visits:** Conduct regular store visits to evaluate the effectiveness of merchandising execution and identify areas for improvement or optimisation. Implement corrective actions as necessary to maintain high standards.
- **Supplier and Vendor Management:** Manage relationships with key suppliers and vendors to ensure timely product deliveries, access to promotional materials, and adherence to merchandising timelines.

Qualifications and Experience

- **Educational Background:** A Bachelor's degree in Merchandising, Business, Marketing, or a related discipline is essential.
- **Experience:** A minimum of 5 years of progressive experience in merchandising, retail management, or a closely related field, with a demonstrated ability to drive sales through innovative merchandising solutions.
- **Leadership Expertise:** Proven experience in leading and developing high-performing teams, as well as managing cross-functional projects.
- **Analytical Acumen:** Strong analytical skills, with the ability to interpret complex sales data, identify trends, and make data-driven decisions that support business goals.
- **Organisational Competency:** Exceptional organisational and time-management skills, capable of managing multiple projects and priorities in a fast-paced environment.

Skills and Competencies

- **Creative and Strategic Vision:** Ability to balance creativity with commercial strategy, translating market insights into effective merchandising solutions that capture customer interest and drive sales.
- **Leadership and Team Management:** Strong leadership skills, with the ability to inspire and guide your team towards achieving individual and collective objectives.
- **Technical Proficiency:** Proficiency in merchandising software and tools, as well as general retail management platforms.
- **Communication Skills:** Excellent verbal and written communication skills, enabling you to collaborate effectively with cross-functional teams, including buyers, suppliers, and store management.

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- **Time Management:** Strong time-management capabilities, with the ability to meet tight deadlines while maintaining high standards of quality and attention to detail.

Working Conditions

This is a full-time role based in a retail environment. The position may require occasional travel to various store locations for merchandising audits and team support. The role demands a fast-paced, dynamic approach, managing multiple projects and timelines concurrently.

Key Performance Indicators (KPIs)

- **Sales Performance:** Achievement of sales growth targets directly attributable to merchandising initiatives.
- **Display Effectiveness:** Measured by the impact of in-store displays on customer engagement and conversion rates.
- **Inventory Optimisation:** Effective management of stock levels, product availability, and inventory turnover rates in line with company goals.
- **Team Development:** Improvement in team performance, skills development, and retention rates.
- **Brand Consistency:** Maintenance of high standards of visual merchandising and alignment with Trendie's brand identity.

Company Values and Culture

At Trendie, we prioritise creativity, customer-centricity, and collaboration across all departments. As a Merchandising Manager, you will be expected to embody these values, driving strategic and creative merchandising efforts that resonate with our customer base while aligning with our business objectives.

Career Progression

The role of Merchandising Manager offers significant opportunities for career advancement within Trendie. Successful individuals may progress to senior leadership roles such as Senior Merchandising Manager, Director of Merchandising, or Vice President of Merchandising, where they will have the opportunity to influence the overall merchandising strategy and contribute to the broader business direction.

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