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## JOB DESCRIPTION - VISUAL MERCHANDISER

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**Job Title:** Visual Merchandiser

**Department:** Merchandising

**Reports To:** Merchandising Manager

### Job Overview

As a Visual Merchandiser at Trendie, you will play a key role in enhancing the customer shopping experience by designing and maintaining visually compelling product displays that align with our brand identity and seasonal campaigns. You will collaborate closely with the Merchandising Manager and other cross-functional teams to ensure that all visual merchandising strategies drive customer engagement and sales, while adhering to Trendie's high brand standards. Your creativity, attention to detail, and understanding of current merchandising trends will be pivotal in establishing an engaging retail environment.

### Key Responsibilities

- **Display Design and Implementation:** Conceptualise, design, and execute visually appealing and commercially driven in-store displays that align with Trendie's brand aesthetics, seasonal themes, and promotional strategies. Ensure that displays effectively highlight product features and benefits to engage customers and drive sales.
- **Collaboration with Cross-Functional Teams:** Work closely with the merchandising, marketing, and buying teams to plan and execute seasonal, promotional, and product launch displays. Collaborate with store teams to understand customer needs and ensure consistency across all retail locations.
- **Display Maintenance and Updates:** Regularly refresh and update displays to reflect new product arrivals, sales, and promotional activities. Ensure that displays remain fresh, organised, and consistent with current branding guidelines and promotional efforts.

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- **Store Visits and Assessments:** Conduct regular store visits to assess the execution of visual merchandising strategies and identify areas for improvement. Provide actionable feedback to store teams and the Merchandising Manager to optimise display effectiveness and maintain brand alignment.
- **Team Coordination and Support:** Train and collaborate with store staff to ensure that visual displays are properly maintained and replenished in a timely manner. Provide support during major product launches or promotional campaigns to ensure smooth execution of display setups.
- **Trend Integration and Innovation:** Stay informed on the latest visual merchandising trends, retail innovations, and customer engagement techniques. Proactively integrate these trends into the store layouts, ensuring that Trendie's displays remain innovative and on-trend while maintaining a unique brand voice.
- **Feedback and Continuous Improvement:** Regularly provide insights to the Merchandising Manager on the performance of visual displays, offering suggestions for enhancement and refinement to optimise customer engagement and sales impact.

## Qualifications and Experience

- **Education:** Bachelor's degree in Visual Merchandising, Design, Retail Management, or a related field is preferred.
- **Experience:** Minimum of 2 years' experience in visual merchandising, store design, or retail display within a fast-paced retail environment.
- **Design Knowledge and Technical Skills:** Strong understanding of design principles, including colour theory, spatial arrangement, and visual aesthetics. Proficiency in merchandising software, design tools, and visual merchandising techniques is essential.
- **Organisational and Time Management Skills:** Demonstrated ability to manage multiple projects simultaneously with exceptional organisational and time management skills, ensuring deadlines are met and displays are updated in a timely manner.

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## Skills and Competencies

- **Creativity and Innovation:** A creative thinker with a strong eye for detail and the ability to design visually captivating displays that attract customers and promote products effectively.
- **Strong Communication and Collaboration:** Excellent communication and interpersonal skills, with the ability to effectively collaborate with a diverse range of teams and stakeholders, both internally and externally.
- **Independence and Initiative:** Proven ability to work independently, manage time effectively, and take initiative in a dynamic and fast-paced retail environment.
- **Trend Awareness and Adaptability:** In-depth knowledge of current visual merchandising trends and best practices, coupled with the flexibility to adapt to new trends and integrate them into Trendie's store environments.

## Working Conditions

This full-time role requires occasional travel to various store locations to ensure visual merchandising standards are upheld. The position involves physical activities such as lifting, setting up displays, and rearranging products. Flexibility in working hours may be required during store openings, seasonal launches, or promotional events.

## Key Performance Indicators (KPIs)

- **Sales Impact:** Measure the effectiveness of visual displays in driving product sales, customer engagement, and overall store performance.
- **Brand Consistency:** Ensure that all visual displays are consistently aligned with Trendie's brand identity, promotional strategies, and overall customer experience goals.
- **Efficiency and Timeliness:** Demonstrate efficiency in the execution and maintenance of displays, adhering to the visual merchandising calendar and promotional timelines.
- **Customer and Staff Feedback:** Gather and analyse feedback from customers and store staff regarding the appeal and functionality of displays, using insights to drive continuous improvement.



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- **Product Turnover:** Monitor inventory turnover for featured products, ensuring that visual merchandising efforts contribute to the movement of key products and stock rotation.

## Company Values and Culture

At Trendie, we are committed to fostering a culture of creativity, innovation, and customer-centricity. As a Visual Merchandiser, you will embody these values, playing a pivotal role in shaping our customers' in-store experience and driving brand loyalty through impactful visual displays.

## Career Path

There are opportunities for career progression within the merchandising team at Trendie. Visual Merchandisers can advance to roles such as Senior Visual Merchandiser, Visual Merchandising Manager, or Creative Director, where they will have a greater influence on the strategic and creative direction of the brand.

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