



Job Description

Visual Merchandiser

About the job:

As a Visual Merchandiser, you will be responsible for creating visually appealing displays and layouts to attract customers and maximize sales. You will collaborate with the marketing and sales teams to develop strategies that enhance the overall aesthetic appeal of our products and brand image. The role requires a keen eye for design, creativity, and the ability to stay updated with the latest trends in retail merchandising.

KRA's:

1. Design and set up visually appealing displays and product arrangements in store windows, showcases, and other high-traffic areas.
2. Develop and implement visual merchandising strategies to promote new product launches, seasonal promotions, and sales events.
3. Work closely with the marketing team to ensure that visual merchandising aligns with promotional campaigns and brand messaging.
4. Collaborate with store managers and sales associates to ensure that visual merchandising supports sales objectives and enhances the customer shopping experience.
5. Train store staff on visual merchandising standards and best practices to ensure consistency across all locations.
6. Conduct regular store visits and audits to evaluate the effectiveness of visual merchandising efforts and provide feedback for improvement.
7. Manage inventory of visual merchandising materials, including props, signage, and display fixtures, and coordinate replenishment as needed.
8. Adhere to health and safety guidelines when setting up displays and handling merchandise to prevent accidents and ensure a safe working environment.

Requirements:

1. Bachelor's degree in Visual Merchandising, Fashion Design, Marketing, or related field preferred.
2. Proven experience in visual merchandising, preferably in the retail industry (Apparel).
3. Strong creative and artistic skills, with a keen eye for design and detail.
4. Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
5. Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator) is a plus.
6. Knowledge of retail sales principles and consumer behavior.
7. Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced environment.
8. Flexibility to adapt to changing priorities and business needs.