



**Job Title:** Visual Merchandiser

**Department:** General Overhead (GE) Division

**Reports To:** Owner

**Works closely with:** Master Sensei

**Pay Range:** \$12-16 DOE

**Our Mission Statement:**

We strive to inspire everyone to observe, ponder and better understand the natural world around them through active participation in gardening and landscaping.

**Our Vision Statement:**

We exist to serve and educate.

**Our Customer Promise:**

We promise to exceed our customers' expectations by providing stellar service from passionate people and an extraordinary shopping experience.

**Position Summary:**

The Visual Merchandiser is responsible to create a world class customer experience through visual storytelling. Our products are thoughtfully curated for our customer – a smart & creative person who values beauty, individuality and connection with nature. You will be responsible to present our products in such a way that customers are inspired to purchase thereby accomplishing aggressive sales objectives while affirming our culture and branding goals. This position requires creativity, problem solving, entrepreneurial spirit, ability to work under pressure of deadlines and a keen eye for design.

You will be responsible for designing, creating, maintaining & changing floor plans & displays that align with our culture, products, image & target customer that drive buying behavior.

You will work closely with the owner to work within budgets & identify opportunities for improvement. To that end you must be current with design trends and be able to research & make suggestions for additional products or services that would speak to our target customers.

You are expected to operate with honesty and integrity. You must show initiative and take responsibility for your own actions and be truthful in all interactions.

**This Job Is Ideal for Someone Who Is:**

- Creative – can take ordinary objects and create something inspiring
- Stylish – is committed to physical presentation & a defined personal aesthetic
- Detail-oriented – would rather focus on the details of work than the bigger picture
- Adaptable/flexible – enjoys doing work that requires frequent shifts in direction & critical thinking

**Position Priorities:**

- **Provide Raving Fan Customer Service**
  - Facilitate a world class customer experience by creating eye-catching displays
  - Build long-term client relationships
  - Ensure quality standards are consistently met for all clients
- **Contribute to the Team**
  - Ensure the physical store meets the company's core values
  - Take initiative
  - Be the light you want to see in others
  - Look out for your fellow team members and build them up
  - Take responsibility for your actions
- **Look out for the Company**
  - Be honest and loyal
  - Help the company achieve a fair profit to ensure long term job security
  - Provide feedback and ideas to move the company forward
  - Administer standards set forth in Team Member Handbook
  - Ensure timely and accurate completion of work

**Essential Responsibilities:**

1. Define, design & implement a creative & consistent visual merchandising strategies that balance customer's expectations and company objectives
2. Create & maintain visually appealing & eye-catching displays that inspire & excite
3. Coordinate production tasks to be accomplished by others with Master Sensei
4. Monitor costs & work within a budget to improve revenue per square foot
5. Study displays for desired outcome and revise as necessary
6. Explore opportunities to add value to the company and recommend changes to effect improvements in organizational goals
7. Train Freckle Farm staff to properly care for & restock displays
8. Provide direct assistance and report to the Owner's

**Qualifications and Experience:**

- Passion for plants, passion for people
- Creative & stylish
- Effective communication skills
- Strong work ethic
- Innovative and entrepreneurial attitude
- Value for systems and processes
- Good follow through
- Flexible schedule to accommodate seasonal demands, including evenings & weekends

- Preference given for course work and/or job experience in visual merchandising, visual communication, graphic design, interior design, fashion design, or related field

**Physical Demands:**

*The physical demands and work environment characteristics described here are representative of those that must be met by a team member to successfully perform the essential functions of this position or that a team member encounters while performing the essential functions of this position. Specific vision abilities required by this job are dictated by the Utah Driver's License requirements.*

This job may have specific physical demands including, but not limited to, the following: ability to lift up to 75 lbs.; ability to operate machinery with moving mechanical parts; ability to bend, reach, kneel, squat, stand for a long period of time and push/pull heavy loads; Operate a variety of nursery equipment requiring continuous and repetitive arm, hand and eye movement. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the job.

**To Apply:**

Please send a cover letter detailing your interest in our company, your career goals and why you would be a good addition to our team. Include a current resume and email to [Office@FreckleFarmInc.com](mailto:Office@FreckleFarmInc.com).