

# Retail Merchandiser Job Description

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- Devise and execute merchandising strategies that optimize sales and profitability
- Design attractive product displays and store layouts
- Ensure correct product placement and organization within the shop
- Monitor and maintain correct stock levels
- Take regular inventory checks and reconciliation
- Analyze sales data for trends to determine merchandising direction
- Work with suppliers to create a timeline for delivery of product and their goods
- Work with price strategies and their maintenance
- Update the sales force on product features and benefits
- Comply with company standards and guidelines for merchandising
- Participate in new product selection and buying
- Manage seasonal transitions and special promotions
- Conduct competitive analysis of local market and competition
- Work with marketing departments to ensure consistent merchandising and promotional efforts
- Resolve customer complaints on product quality and availability
- Ensure clean and neat sales floor
- Perform development of loss prevention strategies to reduce shrinkage
- Prepare reports on merchandising activities and present to management
- Participate in sales forecast and budget development
- Coordinate and execute planogram updates
- Properly label and sign all products
- Carry out relationship management with vendors; negotiate terms if needed
- Store openings and remodels participation

- Stay current on the latest trends and best practices in retail merchandising
- Ensure that product displays and store layout are according to the health and safety standards.