

# Visual Merchandiser Job Description

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- Design visually attractive store layouts and window displays
- Develop planograms
- Work with marketing teams to ensure that the visual displays correspond with current promotions and campaigns
- Analyze sales data to know what display tactics to use to optimize the product placement for maximum sales potential
- Use proper lighting in stores to ensure that products are highlighted effectively
- Develop and maintain a visual brand identity across multiple store locations by selecting and ordering props, signs, and display materials while staying within a budget
- Train sales staff on visual and displays standards and how to maintain them
- Rotate and update displays regularly to refresh the look of the store and keep it current
- Work with buyers to successfully feature new products
- Keep current on trends in retail design, fashion, and consumer behavior
- Design decorations and seasonal displays for special events and holidays
- Ensure that all display set ups are in line with safety measures
- Capture images of displays for company records as well as social media content
- Provide in-store walk-throughs to ensure visual merchandising standards are upheld within the stores
- Attend visual merchandising strategy meetings and proffer creative suggestions
- Keep and maintain records of all props and display materials

- Adapt global visual merchandising directives into the taste and preferences of the local market
- Collaborate with other location visual merchandising teams for brand consistency
- Establish electronic mood boards and renderings of proposed displays
- Assist in planning and executing in-store events and product launches
- Keep up with the competition through competitor displays and retail trends to remain competitive
- Work with e-commerce teams on consistent brand presentation across online and in-store
- Report on the effectiveness of visual display merchandising strategies
- Mentor junior visual merchandisers and interns.