

JOB CODE: TB003

Visual Merchandiser

Job Description

- Creating appealing and eye-catching visual display for our stores
- Identify key messages and set a clear image of the result by making window displays, signs, interior display, floor plans and special promotions displays
- Act in alignment to the organizations culture, products, image and target market and research lifestyle, demographics, and trends.
- Define, design, and implement a creative visual merchandising strategy
- Create appealing and eye-catching visual displays that lead the customer through the entire store
- Produce window displays, signs, interior displays, floor plans and special promotions displays
- Identify key messages and set a clear image of the end result
- Come up with, revise and present design ideas with assistant merchandisers
- Act in alignment to the organization's culture, products, image and target market
- Monitor costs and work within budget
- Oversee the production and brief staff on arranging displays
- Change displays to promote new product launches and reflect festive or seasonal themes
- Liaise with suppliers, buyers, store team and source elements
- Research lifestyle, demographics, and trends

Candidate Profile

- Minimum 5 years' experience in the same position
- Diploma or bachelor's degree
- Should have excellent category and product knowledge
- Should have the ability to design the category planogram