

This Visual Merchandiser job description template includes key Visual [Merchandiser](#) duties and responsibilities. You can post this template on [job](#) boards to attract prospect applicants.

Job Brief:

We are looking for a creative retail Visual Merchandiser to increase sales, get buyer's attention and to provide an excellent in-store experience.

The goal is to use visual merchandising to convert window shoppers into prospects, drive branding and sales objectives and maximize profitability.

Responsibilities:

- 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 and source elements
- Research lifestyle, demographics and design trends

Requirements:

- Proven work experience as a visual merchandiser or visual manager
- Demonstrable visual design skills with a strong retail merchandising portfolio
- Solid experience in field visual merchandising, including window displays, signs, interior displays and space utilisation
- Proficiency in Photoshop, Illustrator, or other visual design tools
- Knowledge of current visual merchandising trends and best practices
- Proficiency in MS Office
- Creative and innovative thinker
- Ability to analyze sales merchandising reports and survey results
- BS degree in visual merchandising, fashion merchandising, exhibition design, visual communications or similar