



Our group is one of the worldwide leaders in high luxury skincare. Our products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% owned by Beiersdorf AG, Hamburg (Germany) since 1990.

For our Global Marketing Team with seat in Volketswil ZH we are looking for a

## **Visual Merchandising Manager**

The Global Visual Merchandising Manager develops and directs global merchandising and display strategies - working with cross-functional teams (Marketing/Brand Development, Creative, Sales) ensuring that visual execution supports the global brand vision. The position is responsible for handling all logistics related to sourcing and production of point of service and collateral materials for visual merchandising elements at all points of distribution.

### **Responsibilities**

- Develops and directs global visual merchandising, planogram and display strategies - working with cross-functional teams (Marketing, Creative, Sales) ensuring that visual execution and assets support the global 360 program
- Manage and maintain VM Standards and Guidelines and ensure successful communication to all partners globally.
- Responsible for design, development and execution of temporary / tester and merchandising units related to permanent and seasonal programs for the brand and for issuing related Merchandising Guidelines.
- Oversee merchandising projects management, including managing workflow from inception to execution while maximizing productivity and efficiency, and meeting deadlines.
- Work closely with our designers and vendors to negotiate pricing and insure that materials are produced on time and at the highest quality.
- Maintain awareness of merchandising trends relative to the competition, travel as necessary, and complete in-store site visits to observe counters in action and/or approve production, research trends and materials.
- Partner with Store Design/Architecture and Marketing to ensure that the in-store experience is consistent and relevant for our customer to drive commercial sales.
- Maintain excellent relationships and conduct weekly conference calls with regional merchandising counterparts (EMEA, Asia, US) to ensure corporate direction is communicated and properly executed in the field.
- Request photo compilation from each region to review quality and execution after completion of each launch.
- Support scenography / theaterization for annual Global Marketing Meeting and key brand events.

### **Qualification Requirements**

- Bachelor's degree in a related field preferred and a minimum of 7 years Visual merchandising experience, preferably in cosmetics/skincare or luxury products
- Deadline oriented personality with the ability to self-manage
- Ability to work independently in a fast paced environment
- Strong planning and organizational skills and the ability to meet tight deadlines
- Ability to coordinate activities across global functions
- Strong detail-orientation; highly analytical person
- Strong written and verbal communication skills
- Ability to interact effectively and professionally with external contacts, as well as with all internal departments
- Proficiency in Microsoft Office suite
- Knowledge of computer programs including, the Adobe creative suite particularly Illustrator and PhotoShop

**Start date:** As soon as possible

**Location:** Industriestrasse 8, 8604 Volketswil, ZH, Switzerland

**Interested:** If you are interested in this exciting position, please send your full application to: Ms. Andrea Fust, [application@laprairiegroup.ch](mailto:application@laprairiegroup.ch), Ref: Visual Merchandising Manager

