



Visual Retail Merchandiser

JOB DESCRIPTION

JOB TITLE: Visual Retail Merchandiser
DEPARTMENT: Retail
REPORTS TO: Retail Operations Manager

SUMMARY: Maximize sales and customer traffic through exciting product presentation and displays. Create, implement and monitor all visual merchandising aspects of Honolulu Cookie Company image throughout all retail stores to meet the highest standards, expectations and branding objectives.

DUTIES AND RESPONSIBILITIES:

- Plan for, create & implement fun, exciting visual displays in store windows and display areas throughout the store
- Responsible for implementing and maintaining image standards and expectations as directed by CEO, as well as Visual Merchandising (VM) Checklist for retail stores. Ensure that standards and expectations are achieved at all store locations at all times
- Work closely with and execute the design decisions of senior management with a sense of urgency
- Train store personnel to support and comply with VM image standards and expectations
- Responsible for all aspects of presentation, visual planning and successful rollout of new merchandise and event/promotional initiatives, including communication & execution with stores to ensure follow through
- Analyze product movement & make suggestions to increase sales
- Work with marketing to develop, produce and implement all product, pricing, informative & event/promotional retail store signage/components as needed
- Participate in project management meetings and promotion & special events meetings as required
- Oversee inventory and condition of all visual merchandising tools, equipment and materials (signs, fixtures, sample stations, shelving, display items, etc.) in stores & at factory
- Maintain inventory accuracy by working with retail store staff on accounting for display products
- Maintain VM budget
- Research and source new, innovative concepts, ideas & solutions for visual merchandising. Make a detailed presentation and implement once approved

EDUCATION/EXPERIENCE:

- Previous visual merchandising experience required
- Understanding of marketing principles & retail merchandising fundamentals required

SKILLS:

- High level of creativity and flair
- Excellent organizational skills
- Working knowledge of Microsoft Office applications; Word, Excel and Outlook
- Ability to use Mac and Windows Platform; Graphic Design software (i.e. Adobe CS5: InDesign, Photoshop, Illustrator and flash)
- Excellent communication and interpersonal skills
- Able to work flexible hours, many times outside store open hours including prior to opening, after closing, and on weekends

PHYSICAL DEMANDS/REQUIREMENTS:

- Able to sit or stand and walk throughout the scheduled work shift
- Able to climb ladders
- Able to lift and/or move up to 25 lbs.
- Ability to push, lift and manipulate heavy fixtures, boxes, equipment
- Travel required; car a necessity