



Visual Merchandiser – Job Description

Title

Visual Merchandiser

Reports To

Store Manager, Campers Village

Summary

The Visual Merchandiser is responsible for the visual display and merchandising standards of the Campers Village store, and will train staff to merchandise product for ease of shopping and maximum sales results. The Visual Merchandiser will work closely with the Buying team to display items in a way that will maximize the performance of each product group.

Competencies

- Creative and Innovative Thinking
- Attention to Detail
- Communication
- Planning & Organizing
- Team Work
- Time Management
- Adaptability / Flexibility
- Result Focus

Job Duties

- Analyze market and seasonal trends and place products relating to those elements at the forefront of the customers' attention in order to maximize performance of product groups.
- Visit competitors whenever possible to gain awareness on areas that Campers Village could use as opportunities or areas where there is overexposure.
- Liaise with Manufacturers and Buyers with respect to new display units, signage, lighting, and props.
- Organize and purchase items for visual displays as per Management.
- Create themes within the store to correspond with store promotions, annual holidays, and seasonal changes.
- Respond to requests by senior personnel for changes in displays and target areas accordingly.
- Analyze core customer group in order to aim merchandising plans toward them; target key user groups.
- Train staff in the correct "fronting up" of merchandise when performing an evening close-down. Establish a standard and a system for adhering to it.
- Prepare an annual plan for Management in accordance with the company Buying and Marketing plans to fulfill seasonal criteria; with consideration to newly launched products, clearance items, and other special promotions as required.

Requirements

- Post-secondary education in the area of Visual Display and Merchandising or Marketing is preferred
- Artistic and imaginative, with a keen sense of fashion and trends
- Ability to visualize three-dimensional settings
- Able to work independently, as well as in a team environment

Work Conditions

- Indoor retail setting
- Will be required to work at occasional off-site promotional events
- Overtime may be required during busy periods