MERCHANDISER

Job Description:

**Merchandisers** are responsible for product appearance and supply in various stores throughout their designated geographic area. By working closely with both suppliers and manufacturers, they make certain that the promotion of specific products and services will increase sales over a period of time. As creative and innovative thinkers, they use their skills in visualdesign and space utilization to enhance the aesthetic appeal of window displays, walkways, counters, and in-store displays. Merchandisers are also known as Display Designers. They are usually responsible for promoting the image, product and service offering of businesses and other organizations.

Job Responsibilities:

* Plan and develop merchandising strategies that balance customers’ expectations and company’s objectives
* Applies key performance indicators
* Analyze sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock
* Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales
* Maximize customer interest and sales levels by displaying products appropriately
* Produce layout plans for stores and maintain store shelves and inventory
* Forecast profits/sales and plan budgets
* Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc
* Build constructive customer relationships and team with channel partners to build pipeline and close deals
* Remain up to date with industry’s best practices
* Monitoring sales and identifying any losses or stock wastage
* Working with suppliers and distributors to negotiate prices and order large volumes
* Collaborate with executives, marketers and salespeople to set prices that are good for the market and profit
* Getting to know the customer base and understanding their motivation and sales drivers
* Reviewing customer feedback to predict sales trends and seasonal stock demand
* Briefing staff on stock display and rotation to ensure every space is optimized
* Researching and monitoring industry trends and consumer behavior to anticipate demand and changes in buying patterns
* Making predictions based on sales data, customer feedback and market trends
* Assessing the effectiveness of different product displays and store layouts on sales figures
* Reviewing competitors, including pricing, profit, marketing and other progress

Job Qualifications:

* Bachelors in marketing or related field required
* Masters in marketing or related field preferred
* Experience as a merchandiser

Opportunities as a merchandiser are available for applicants without experience in which more than one merchandiser is needed in an area such that an experienced merchandiser will be present to mentor.

Job Skills Required:

* Knowledge of industry standards and regulations
* Ability to multitask
* Creativity
* Understanding of key performance indicators
* Ability to work against deadlines
* Good communication skills
* Able to work calmly under high pressure
* Team Player
* Must be able to lift objects up to 25lbs
* Have endurance to be on feet for entire shift
* Have endurance to walk around and carry out tasks throughout shift
* Pleasant, polite manner and a neat and clean appearance.
* Able to multitask, prioritize, and manage time efficiently
* Self-motivated and self-directed
* Works well as part of a team and on individual tasks