

JOB DESCRIPTION

Job Title: Visual Specialist (In store)

Department: Visual

Reports to: Store Manager

Role Overview

To manage and implement the retail visual merchandising strategy in store ensuring consistent visual merchandising excellence which fits in with the brand integrity of The White Company.

*As with all roles in the Visual Merchandising Department, the Visual Merchandising Manager (instore) will be expected to carry out their role adopting "The Words We Live By": **Responsible and Professional; Respectful and Discreet; Passionate and Committed; Trusting and Confident; Creative and Innovative; Friendly.***

Main Duties and Responsibilities

- Training store teams on how to maintain TWC standards.
- Oversee changes of in-store and window displays regularly to maintain a fresh and visually exciting look, ensuring uniformity with the brand image.
- Liaise with the Area VM to obtain visual objectives and company direction.
- Daily walk through with Store Management Team to discuss changes required based on sales figures, liaising with the Area VM to confirm presentation.
- Develop strong working relationship with the Store Management teams and the area management teams.
- Assisting the head office VM team on special projects such as press events, preparations for new window schemes and seasonal launches when required.
- Assisting with the area seasonal floor layouts for your store to facilitate new seasonal launch planning.
- Manage time effectively and react to the needs of the business.
- To help with new store openings and Model Store as required.
- Visual Specialists may be key holders and may be required to work early morning shifts to assist with the placement of product following delivery.
- Visual Specialists may be required to assist the store teams at busy times with replenishment and customer service.
- Visual Specialists may be required to work overnight where its considered appropriate, and may need to spend time away from home during Store Openings.

Qualifications Required

- experience of visual merchandising with a comparable retail brand.
- Excellent communication skills.
- The ability to train and coach visual merchandiser(s) and store teams in stores.
- Knowledge of competition and industry trends.
- Leadership skills.
- Self motivated and organised
- Experience of managing projects.

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.