



Visual Merchandising Manager

Job Description

The primary role of the Visual Merchandising Manager is to develop and ensure that all aspects of merchandising are consistent and representative of the brand throughout all US Retail + Retailer environments. The overall goal is to ensure that a consistent look is throughout the US and that our overall brand image continues to evolve, ensuring a strong brand presence. This position is responsible for the execution of all visual aspects, maintenance of locations, providing support materials as well as offering support to the VM field team initiatives

This position will require some travel.

Responsibilities

- Assist in managing all visual guidelines for Brand locations in the US including POS materials, gifts, print collateral and displays.
- Responsible for all VM Marketing window campaigns + Special Windows rollouts. Also includes location interior changes + exterior/window requests
- Oversee the VM field team to help facilitate merchandising direction and travel schedule planning
- Assist in maintaining the Visual Merchandising budget; reporting, tracking and monitoring all monies during the fiscal year.
- Assist in the development and maintenance of POS materials for all US locations (sourcing materials and finishes, fabrication methods), to execute and produce fixtures as needed
- Liaison with vendors and internal teams to facilitate the fabrication and installation of fixtures and visual elements for all locations.
- Collaborate and network with internal corporate team (events, marketing, operations, and store facilities), Regional Sales Managers, District Managers in order to collectively achieve visual goals.
- Support the US guidelines for visual merchandising within HQ's standards to reinforce messages across the US network is consistent.
- Assist to facilitate barricades & wraps through budgeting, layouts, installation/removal and production.
- Handle installation appointments with all vendors, manage spec sheet of unique dimensions for each window + interiors, keep track of all the data, create layouts for each location as needed and also manage production and installation schedules.
- Assist to answer all questions for installation and interior visuals in each location as needed
- Compile monthly VM recaps + competitive analysis for HQ review

- Coordinate with the VM team written Directives to ensure each new visual rollout is well planned and all needed information expressed clearly to the locations
- Implement design coordination between production and installation of all visuals.
- Request, analyze and recap new launch photos from all locations.
- Review and order as needed POS materials.
- Assist in SIS and Boutique buildouts and renovation reviews to ensure all visual and POS needs are met.
- Assist in review of POS print collateral such a catalogs, magazines and coffee table books. Manage inventory levels as needed to ensure proper disbursement to all locations
- Assist in planning, support and execution of visuals for in-store events with the Events team. Help to plan layouts, liaison for event gifts items, manage POS inventory for these events as needed
- Liaison on gift orders with the Marketing Department; manage the gift budget, partner with Marketing on gifting items for VIP clients, handle distribution of gifts as needed
- Assist to help manage digital media needs, installation of media kits, change outs of themes to cohesively match current marketing themes in all locations

Required Skills

- Position requires 10-15 years, preferably in the watches/fine jewelry or retail luxury arena, in visual merchandising or store planning/design, graphic design, or related experience.
- Computer Skills: Proficient in Microsoft Word, Excel, Outlook, SAP, Photoshop
- Ability to work efficiently under tight deadlines
- Understands Design principles and visualization abilities
- Superior organizational skills to handle details of many projects simultaneously with ability prioritize projects in a fast-paced environment.
- Strong display materials knowledge
- Thorough knowledge of all graphic file formats and their best-practice applications.
- Strong ability communicates ideas, flexibility of vision, responsiveness to creative input and great visual sensibilities.
- Must be creative and innovative, and be able to articulate thoughts and ideas clearly.
- Excellent interpersonal and communication skills.
- Ability to work well in a team environment, contributes ideas, and interacts with other departments to obtain current information in an ever-evolving environment on market conditions, etc.
- Must be reachable after hours and on weekends offering support when needed.

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