

Visual Merchandiser Job Description

A comprehensive job description template
for Australian retail businesses

Business Name: _____

Location: _____

Employment Type: _____

Reports To: _____

Date: _____

DISCLAIMER

This template is provided for general informational purposes only and does not constitute legal advice. It is designed to reflect Australian workplace standards and retail industry practices at the time of publication. You should review and tailor this template to suit your business, retail type, applicable modern award and specific requirements. For complex situations, independent legal or HR advice should be sought. RosterElf Pty Ltd accepts no liability for any loss arising from reliance on this document.

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1. Position Overview

1.1 Position Title

Visual Merchandiser / Store Visual Coordinator / Display Designer

1.2 Position Summary

A visual merchandiser is a specialist retail role focused on creating visually compelling displays that attract customers and drive sales. This role combines creative flair with commercial awareness, translating brand identity into physical store presentations through window dressing, product placement and store layout.

1.3 Reporting Structure

This position reports to:

- Store Manager / Retail Manager
- Visual Merchandising Manager (if applicable)
- Regional Visual Manager (multi-store operations)

1.4 Employment Type

This position is available as:

- Casual (variable hours based on business needs)
- Part-time (regular rostered hours)
- Full-time (38 hours per week)

2. Key Responsibilities

2.1 Window Displays

- Creating compelling window displays that attract customers, reflect brand identity and promote seasonal campaigns or featured products
- Planning and designing window concepts in line with brand guidelines and marketing calendars
- Installing mannequins, props, lighting and signage to create visually impactful presentations
- Refreshing window displays regularly to maintain customer interest and reflect current promotions
- Ensuring window displays comply with safety requirements and local regulations

2.2 Store Layout

- Planning and implementing store layouts to optimise customer flow, product visibility and sales performance
- Creating floor plans and product placement strategies based on sales data and customer behaviour
- Reconfiguring store layouts for seasonal changes, promotions and new product launches
- Ensuring accessibility and compliance with retail space planning best practices

- Maximising use of available space while maintaining a clean, uncluttered aesthetic

2.3 Product Placement

- Strategic placement of merchandise to maximise visibility, cross-selling opportunities and promotional effectiveness
- Creating focal points and feature displays for key products and bestsellers
- Implementing planograms and merchandising guidelines provided by head office or suppliers
- Coordinating product presentation with pricing, stock availability and promotional schedules
- Rotating stock displays to highlight new arrivals and seasonal ranges

2.4 Signage and Graphics

- Installing and maintaining price tickets, promotional signage, brand messages and directional graphics throughout the store
- Ensuring all signage is accurate, professionally presented and positioned for maximum visibility
- Creating point-of-sale materials and promotional displays in line with marketing campaigns
- Coordinating with marketing teams to implement consistent brand messaging
- Removing outdated or damaged signage promptly

2.5 Brand Standards

- Ensuring all visual elements consistently reflect brand guidelines, maintaining aesthetic standards across all store areas
- Interpreting brand style guides and translating them into physical store presentations
- Training store staff on visual merchandising standards and product presentation
- Conducting regular store audits to ensure compliance with visual standards
- Providing feedback to management on brand presentation issues

2.6 Seasonal Campaigns

- Planning and executing seasonal displays and promotional campaigns, including Christmas, sale periods and product launches
- Coordinating installation schedules to minimise disruption to trading hours
- Managing budgets for props, materials and display equipment
- Sourcing and maintaining props, mannequins, fixtures and display materials
- Photographing and documenting displays for reporting and future reference

3. Required Skills

3.1 Essential Skills

Creative Flair

Strong visual aesthetic, understanding of colour theory, design principles including balance, proportion and focal points. Ability to create compelling narratives through visual presentation.

Visual Awareness

Keen eye for detail, spatial awareness, understanding of how customers navigate and interact with retail environments. Ability to identify and correct visual inconsistencies.

Brand Understanding

Ability to interpret and implement brand guidelines, maintaining consistent brand identity across all touchpoints. Understanding of target customer demographics and brand positioning.

Commercial Awareness

Understanding of retail psychology, customer behaviour, how visual presentation drives sales. Ability to balance aesthetic appeal with commercial objectives.

Collaboration

Working effectively with store managers, buyers, marketing teams and external suppliers. Strong communication skills to explain visual concepts and coordinate installations.

Physical Capability

Ability to work at heights on ladders, manual handling of display materials, fixtures and merchandise. Physical stamina for installing and adjusting displays.

3.2 Personal Attributes

- Creative thinking and problem-solving ability
- Strong attention to detail and quality standards
- Self-motivated with ability to work independently
- Flexibility to work outside trading hours for installations
- Professional presentation and demeanour
- Time management and ability to meet deadlines
- Adaptability to changing priorities and store requirements
- Passion for retail, design and visual presentation

4. Qualifications

4.1 Mandatory Requirements

- Eligibility to work in Australia (citizenship, permanent residency or valid work visa)
- Ability to work flexible hours including early mornings, evenings or overnight installations
- Physical capability to perform manual handling and work at heights

4.2 Desirable Qualifications

- Certificate IV in Visual Merchandising or Diploma of Visual Arts
- Portfolio of previous visual merchandising work demonstrating creative ability

- Work at heights training and certification
- Design software proficiency (Adobe Creative Suite - Photoshop, Illustrator, InDesign)
- Manual handling training
- Previous retail or visual merchandising experience
- Background in fashion, design, interior design or related fields

4.3 Experience

Previous visual merchandising experience in retail environments is highly desirable. Candidates should demonstrate understanding of visual merchandising principles, brand presentation and commercial retail operations. Entry-level positions may be available for candidates with relevant qualifications and demonstrable creative ability.

5. Working Conditions

5.1 Hours of Work

- Working outside normal trading hours (early mornings, evenings or overnight) for display installations
- Weekend and public holiday work may be required
- Shift lengths vary depending on project requirements
- Peak periods during seasonal changeovers and major promotional campaigns
- Travel between multiple store locations may be required for regional or multi-store roles

5.2 Physical Requirements

- Working at heights using ladders and elevated platforms
- Physical work including lifting, moving fixtures and manual handling of display materials
- Standing and moving throughout stores for extended periods
- Bending, stretching, kneeling to install and adjust displays
- Lifting and carrying equipment, props and mannequins (up to 20kg)

5.3 Work Environment

- Indoor retail environment
- Window display areas with exposure to sunlight and temperature variations
- Working with tools, equipment and display materials
- Interaction with store staff, management and customers
- May work across multiple store locations
- Fast-paced environment during installation periods

5.4 Safety and Compliance

- Compliance with safety procedures when working at heights
- Following manual handling guidelines to prevent injury

- Ensuring displays are safely secured and do not present hazards
- Wearing appropriate PPE when required (safety shoes, gloves)
- Maintaining clean and organised work areas
- Adhering to brand guidelines and company policies

6. Award Information

6.1 Modern Award Coverage

This position is typically covered by the General Retail Industry Award 2020 (MA000004). The award sets minimum pay rates, penalty rates, allowances and conditions for employees in retail businesses. Visual merchandisers may also be covered by enterprise agreements specific to their employer.

6.2 Classification Level

Visual merchandisers are typically classified at Level 3 or Level 4 under the General Retail Industry Award:

- Level 3: Visual merchandisers performing the role to the level of their training with trade qualifications
- Level 4: Advanced visual merchandisers with specialist skills, working independently across multiple locations or with supervisory responsibilities

The specific classification level will be determined based on qualifications, experience, skills and the scope of responsibilities.

6.3 Penalty Rates and Allowances

Employees are entitled to penalty rates for work performed:

- Saturday: Higher rates apply (varies by employment type)
- Sunday: Premium rate applies
- Public holidays: Premium rate applies
- Work performed outside ordinary trading hours may attract additional loadings

Casual employees receive a 25% casual loading instead of paid leave entitlements. Refer to the General Retail Industry Award 2020 for current rates and conditions.

7. Expected Behaviours

7.1 Professional Conduct

- Represent the brand professionally at all times
- Maintain confidentiality regarding business strategies, product launches and commercial information
- Follow all company policies, procedures and brand guidelines
- Communicate effectively with store teams and management
- Arrive on time for scheduled installations and projects

- Notify management of delays or issues promptly

7.2 Quality Standards

- Maintain high standards of visual presentation across all displays
- Ensure consistency with brand guidelines and visual standards
- Complete installations to professional standard before stores open
- Pay attention to detail in all aspects of visual presentation
- Continuously seek to improve visual impact and commercial effectiveness
- Stay current with visual merchandising trends and retail best practices

7.3 Commercial Focus

- Create displays that drive sales and achieve commercial objectives
- Consider customer flow, sightlines and product accessibility
- Monitor display performance and make adjustments based on sales data
- Optimise product placement to maximise visibility of key items
- Balance creative vision with commercial reality and budget constraints

7.4 Collaboration and Teamwork

- Work collaboratively with store managers, sales teams and head office
- Provide guidance and training to store staff on visual standards
- Accept feedback constructively and incorporate suggestions
- Share knowledge and best practices with colleagues
- Coordinate effectively with marketing, buying and operations teams
- Support stores during peak trading periods when required

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Current resume/CV highlighting visual merchandising experience
- Cover letter explaining interest in visual merchandising and the role
- Portfolio of visual merchandising work (photos of displays, window installations, store layouts)
- Copies of relevant certificates (visual merchandising qualifications, work at heights, etc.)
- Contact details for two professional referees

8.2 Selection Process

Shortlisted candidates will be invited to:

- Portfolio review to assess creative ability and visual merchandising skills

- Initial interview to discuss experience, approach and understanding of the brand
- Practical assessment or creative brief to demonstrate design thinking
- Reference checks with previous employers
- Store visit to discuss visual merchandising opportunities and challenges

8.3 Equal Opportunity

We are an equal opportunity employer and welcome applications from all qualified candidates regardless of age, gender, cultural background, disability or other characteristics protected by law.

Position Acknowledgement

I have read and understood this job description. I understand that my duties may be varied from time to time to meet the operational needs of the business.

Employee Name: _____

Employee Signature: _____

Date: ____ / ____ / ____

For Manager Use Only

Manager Name: _____

Manager Signature: _____

Date: ____ / ____ / ____