



## JOB DESCRIPTION

**Job Title:**                **Display Coordinator (EuroItalia brands) – Scotland**  
**Reporting to:**        **Visual Merchandising and Display Manager**

### Main Role

- The key responsibility of the Display Coordinator (DC) is to represent the EuroItalia brands in all aspects relating to visual merchandising in the field and the brand estate.
- Following a regular and efficient journey plan, the main function of the DC will be to call on all consultant and non- consultant door retailers in Scotland and moving south towards Newcastle and Carlisle to merchandise stores according to brand guidelines.
- You will be responsible for the compliance audits and backup photos required for all retailers within your area to implement all marketing actions and brand owner requirements.
- To complete and submit all personal administration and any admin or figures required using Egnyte, extranet and following specific procedures within specified timeframes to ensure all information is available and accurate.
- To be part of a highly flexible display team, responding to the needs of the business.
- To work to a pre-agreed rota, covering all retail outlets within your defined area, creating a journey plan that is effective in ensuring that all priorities are dealt with first and is clearly documented on Outlook with at least 8 weeks planned in advance with changes amended immediately.
- Work both independently and as part of a team.
- To provide supreme service to the stores you visit or work in, and to customers.
- Act as a Company and brand ambassador and represent the Company in a professional manner at all times.
- Report feedback and results to Visual Merchandising & Display Manager (VMDM) as requested.
- To work in conjunction with the other Display Coordinators and Regional Managers to avoid duplication of workload and seamlessly provide support.

Tasks	Performance Criteria
1. Represent the various brands and Brand Owners	<ul style="list-style-type: none"> <li>▪ To act as a brand ambassador and ensure effective communication of brand values both internally and externally.</li> <li>▪ To ensure that every store you visit looks the part in terms of Brand Owner expectations and merchandising and service levels meet our Brand Owner expectations.</li> </ul>
2. Merchandising	<ul style="list-style-type: none"> <li>▪ Promote and protect our brand images at the point of sale.</li> <li>▪ Ensure you are able to follow merchandising guidelines as issued by the VMDM and the Brand Owner.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Merchandising: space, location and brand adjacencies are particularly important in protecting the brand image of the various brand franchises.</li> <li>▪ On store visits, take photographs, check merchandising and stock levels.</li> <li>▪ Follow all guidelines in accordance with merchandising guidelines and report any concerns to the VMDM.</li> <li>▪ Ensure lightboxes are up to date with no expired advertising visuals.</li> <li>▪ Ensure point of sale is used effectively and replace items such as testers, blotters and general point of sale.</li> <li>▪ Use the briefing form to request merchandising jobs (new duratrans, maintenance) and send to the Visual Merchandising Executive (VME).</li> <li>▪ Request any point of sale needed for store visits from the VME.</li> <li>▪ To act as an ambassador and offer support with VM where needed through training and providing guidance.</li> </ul>
3. Compliance	<ul style="list-style-type: none"> <li>▪ To ensure the Company meets the compliance expectations across all our retailers, as set out by the VMDM and Brand Owners.</li> <li>▪ To access the compliance documents on a weekly basis, ensuring that all stores under the VM Team are visited within the correct time frame as suggested by the VMDM.</li> <li>▪ To upload pictures within a week of the visit in the correct format and file for compliance purposes.</li> <li>▪ To work in the master document detailing competitor information, shelf position, number of shelves, HLV, etc.</li> <li>▪ To report and update tracker for missing components or damage to display for follow up actions.</li> <li>▪ To be responsible for gaining authorisation for stores that need prior notice for compliance purposes.</li> <li>▪ To update contacts and measurements in master document as part of the ongoing compliance database.</li> <li>▪ To be able to interpret floor plans and ensure installations are appropriately positioned with the best orientation for the given location.</li> <li>▪ To debrief the VMDM as appropriate to ensure any future installations are given the best location from the outset.</li> </ul>
4. Store relationships	<ul style="list-style-type: none"> <li>▪ The development of strong and influential relationships with store management and other influential personnel, e.g., PR or visual and display, at a local level to help improve space and location and seize local opportunities for promotional activity to drive the business forward.</li> <li>▪ To work within part-time or non-consultant doors to increase retail and gain opportunities through building strong work relationships with store management.</li> </ul>

<p>5. Effective planning and organisation of monthly rotas</p>	<ul style="list-style-type: none"> <li>▪ To ensure you operate to an effective and efficient journey plan which covers off all priorities.</li> <li>▪ To regularly update your calendar in accordance with any changes required and be flexible in adapting to the dynamic needs of the business.</li> <li>▪ Agree and update any changes with the VMDM.</li> </ul>
<p>6. Provide supreme customer care</p>	<ul style="list-style-type: none"> <li>▪ Provide excellent customer service.</li> <li>▪ Positive communication skills with good diction.</li> <li>▪ Confident, flexible and motivated approach.</li> <li>▪ Friendly and outgoing.</li> </ul>
<p>7. Promotional and special event plans</p>	<ul style="list-style-type: none"> <li>▪ You may be asked at times to help set up a promotional site or event site during a launch or promotion. In this instance, you would be expected to ensure the promotional site has been installed properly, to dress the site and ensure there is adequate POS material.</li> <li>▪ If there are any issues this needs to be brought up immediately with the VMDM and the supplier.</li> </ul>
<p>8. Non-Consultant doors remit</p>	<ul style="list-style-type: none"> <li>▪ To visit any of the stores in Scotland on request for new launches and promotional photos and update on merchandising and space location changes required.</li> <li>▪ When visiting the chains, it is important that you are able to demonstrate passion and knowledge when discussing launches/ brands with the retailer selling staff.</li> <li>▪ To regularly - on store visits - take photos of our brands, and adjacency photos of other brands, as well as competitor images, uploading them to Egnyte in the format required, named by store and dated.</li> <li>▪ To visit non-consultant doors and ensure all areas of the business are addressed on that visit as outlined in the rest of this job description, including cleaning, stock maintenance, stock room duties and stock monitoring. In addition, to contact Senior Regional Manager (SRM) /Business Development Manager for the Scotland area, the relevant Senior National Account Manager (SNAM) or regarding stock issues.</li> <li>▪ To ensure all visual merchandising is standardised according to Company merchandising and brand guidelines.</li> </ul>
<p>9. Administration</p>	<ul style="list-style-type: none"> <li>▪ Complete and submit all personal administration and any admin or figures required by the VMDM accurately and neatly and in line with current procedures and deadlines.</li> <li>▪ Update all store visit trackers regularly.</li> </ul>

10. Market Awareness	<ul style="list-style-type: none"> <li>▪ Awareness of opportunities for publicity, promotions, demonstrations and activity evidenced by a full and rich programme of in-store and external activity, to be agreed with marketing and in line with company strategy.</li> <li>▪ Regularly take competitor photos on your store visits and upload them onto Egnyte into the appropriate folder.</li> <li>▪ Ensure the VME is aware of any new photos in order to compile the bi-annual competitor review.</li> </ul>
11. Work within Agreed Budgets	<ul style="list-style-type: none"> <li>▪ Expenses/meetings to be kept within your budget.</li> <li>▪ Expenses to be completed in a timely manner.</li> </ul>
12. Communication	<ul style="list-style-type: none"> <li>▪ Maintain regular communication with your VMDM, the Display Coordinators and the SRM.</li> <li>▪ Regularly access the ABC website, Extranet, Facebook page, and other social media to keep abreast of developments and information contained within.</li> </ul>
13. Accountability and initiative	<ul style="list-style-type: none"> <li>▪ To be accountable for all tasks undertaken and ensure you chase and follow up on any jobs you action or are asked to do.</li> <li>▪ The role of DC requires initiative, and you should be managing your workload and anticipating tasks that are required without the need for a prescriptive jobs list.</li> </ul>
14. Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> <li>▪ At all times, respect and follow the employment laws relating to staffing, health &amp; safety in the workplace and the Company's duty of care to their employees.</li> </ul>
15. Other Responsibilities	<ul style="list-style-type: none"> <li>▪ Carry out such related tasks as may from time to time be required commensurate with the post.</li> </ul>

I confirm my agreement to the above job description:

Signed .....

Name.....

Date.....