



**Job Title:** Visual Merchandising and Display Manager  
**Reporting to:** Head of Marketing EuroItalia

**Primary Objectives and Main Role**

The role is responsible for the management and adaptation of the Brand Owners' (EuroItalia) Visual Merchandising strategy to the local market and the subsequent execution of Visual Merchandising activity across the UK.

1. To manage a team of three in-store Display Coordinators, managing their rotas and workload and ensuring they have all the tools required for their jobs. This role will also be responsible for managing the Visual Merchandising Executive (VME).
2. To work with the Head of Marketing (HoM) and the VME to execute strategic Visual Merchandising projects and permanent installations from start until completion.
3. To be the ambassador for how our permanent estate looks by managing, updating and sharing the compliance audit for stores.
4. To work with the Sales team and VME to provide VM support for their retailers.
5. To be the first point of contact in the UK for the EuroItalia's VM teams, establishing good relationships and respecting the Brand Owners' strategies and guidelines.
6. To communicate effectively and regularly with all company employees, third parties and brand owners on all relevant marketing issues.

Tasks	Performance Criteria
1. Team Management	<ul style="list-style-type: none"> <li>• Management of a team of five in-store merchandisers.</li> <li>• Organise the team rotas and workload, identifying priority stores to visit.</li> <li>• Hold weekly team VM meetings to discuss the above.</li> <li>• Ensure the team are supplied with an in-store VM tool kit (testers, blotters, cleaning kits) and work with the VM Executive on any replenishment required.</li> <li>• Manage the sourcing of any in-store POS material or props required by the Display Coordinators to dress the space.</li> </ul>
2. Compliance Audit and Reporting	<ul style="list-style-type: none"> <li>• Responsibility for checking in-store photos taken after each visit, that they follow display guidelines and are uploaded in a timely manner.</li> <li>• Ensure that Brand Owners receive regular images/ photos of all permanent &amp; tactical in-store merchandising.</li> </ul>

# Aspects

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	<ul style="list-style-type: none"> <li>• Collate the Estate Book each quarter for EuroItalia for Travel Retail, Domestic Market and Chains.</li> <li>• Create a VM database with photos, dimensions and store contact details and ensure this is updated by the VME.</li> <li>• Review all in store duratrans during new launch periods and liaise with Regional Managers to implement changes for Travel Retail, Domestic and Chains.</li> </ul>
<p>3. Permanent Estate</p>	<ul style="list-style-type: none"> <li>• Management and execution of locally produced permanent sites to include:</li> <li>• Setting the annual programme &amp; budget in conjunction with Marketing.</li> <li>• Review any permanent build requests from the Sales Team with the HoM and obtain budget for the project from Marketing.</li> <li>• Raise briefing form to the Brand Owner VM Team, obtaining visuals and technical drawings.</li> <li>• Share visuals and technical drawings with agencies obtaining at least two quotes.</li> <li>• Share designs with retailer for approval in writing.</li> <li>• Source material samples from agencies to be sent and reviewed by the Brand Owner.</li> <li>• Work with the VME to brief and obtain all artwork from the Brand Owner and send to agency.</li> <li>• Organise for professional photos to be taken of each new permanent installation and supplied to EuroItalia.</li> <li>• Evaluate all new permanent sites &amp; ensure that sales v target is monitored by the Sales team.</li> </ul>
<p>4. Merchandising Plans</p>	<ul style="list-style-type: none"> <li>• Preparation of adequate and accurate selling tools for each Cycle, to include merchandising guidelines and an activity presentation.</li> <li>• Create in store planograms and merchandising guidelines using the EuroItalia software package or brief out to agency.</li> </ul>
<p>5. Training Conferences</p>	<ul style="list-style-type: none"> <li>• To work with Marketing and the Head of Training (HoT) to brief and oversee the construction of conference builds.</li> </ul>

	<ul style="list-style-type: none"> <li>• Review training conference requests with HoM and obtain budget for build.</li> <li>• Discuss the brand focus for each conference with the HoT and Marketing.</li> <li>• Brief out details with Marketing to design agency obtaining visuals and quotes.</li> <li>• Share designs and quotes with Marketing and HoT (and Brand Owners where appropriate).</li> <li>• Work with Marketing and Training on requirements for any additional conference elements e.g., POS &amp; videos and organise for delivery to the agency.</li> <li>• Follow up on any trouble shooting queries regarding conference installation with agency.</li> <li>• Obtain photos of any conference activity to send to Brand Owner.</li> </ul>
6. Communication	<ul style="list-style-type: none"> <li>• Ensure that the HoM is updated on all merchandising issues, activities &amp; developments.</li> <li>• Keep the Brand Owner fully updated on all merchandising issues including site proposals, budget, pre-site sales performance, retail issues, competitive activity etc.</li> <li>• Develop an understanding of the retail merchandising needs and work with the Sales &amp; Marketing teams to address them through account specific merchandising initiatives.</li> <li>• Develop an understanding of the merchandising issues for each store &amp; then work with the sales team/flagship co-ordinator to address them through targeted store specific merchandising initiatives.</li> <li>• Conduct a regular monthly meeting with the HoM to analyse &amp; review the activity plans &amp; budgets.</li> </ul>
7. Field Visits	<ul style="list-style-type: none"> <li>• Organise field visits with the Regional Sales Managers and VME at least four times a year ensuring that all key points of sale are visited.</li> <li>• Take photos of our brands in addition to competitor activity to save in Egnyte for review with Marketing.</li> </ul>

# *Aspects* BEAUTY

<p>8. Preserve and promote brand image</p>	<ul style="list-style-type: none"> <li>• Understand and respect the long-term vision and strategy for the brands globally and how this translates to the UK/Eire.</li> <li>• Be the brand custodian in the UK and always represent the brands and Aspects professionally, with integrity and to the best of your ability.</li> </ul>
<p>9. Promote and retain relationships with Brand Owner Visual Merchandising contacts</p>	<ul style="list-style-type: none"> <li>• Efficient and effective day-to-day management of the brands, ensuring that the Brand Owner VME is confident in the way their brands are handled.</li> <li>• Proactively provide the Brand Owner VME with all necessary brand and market information.</li> </ul>
<p>10. Respect Employment Law and Health &amp; Safety Requirements</p>	<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>
<p>11. Other Responsibilities</p>	<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> <li>• Respond to all emails and answer phone calls promptly and professionally.</li> </ul>

I confirm my agreement to the above job description

Signed .....

Name .....

Date .....