

ROLE DESCRIPTION:

VISUAL MERCHANDISER

WHAT YOU DO

As a Visual Merchandiser, you contribute to an inspiring, elevated, and consistent customer experience by implementing visual standards and commercial excellence.

You will be responsible for executing the visual, commercial, and styling curation according to visual & commercial guidelines for the store.

You will also use your trend and competitor awareness to provide colleagues with the correct information, coach, upskill and develop the store team to contribute to a great customer experience.

WHO YOU ARE

For you to be a successful Visual Merchandiser, you must be curious and creative; always looking for inspiration, proactive, solution focused, flexible, with effective communication skills to achieve results cross functionally.

We look for individuals with fashion interests and leadership skills who can apply their visual and commercial experience working in a dynamic environment to the role.

HOW YOU DO IT

By acting in line with our values and being a role model, you contribute to your own and H&M's success.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

WHAT YOU DO

Your responsibilities

Customer Sales & Profit	• Contribute to the total OMNI customer experience in your store by ensuring visual and commercial curation according to guidelines (In-direct) • Representing yourself and the H&M Brand positively during customer interactions (Direct) • Organise and plan your workload according to store activation plan and adapt based on business needs in collaboration with your Store Management team and Area Visual Manager • Launch and maintain the latest global campaigns and sale activities on time according to H&M Brand Standards • Ensure good garment care, stock levels, and give input on allocation to Store Management and Area teams • Perform sales report (KPIs) follow-up, identify, and prioritise visual & commercial opportunities in collaboration with Store Management team • Create efficient and effective actions to increase customer satisfaction to reach sales targets, store goals, budget, and follow-up actions in collaboration with Store Management team • Follow all procedures, best practises for OMNI services, operational routines, legal requirements, and communication in all areas of the store with Store team
Fashion & Trend Awareness	• Keep up to date with fashion scene, trends, tendencies, styles, products, brands, competitors, and relevant influencers etc. • Plan time for fashion & trend awareness to understand trend theory and moodboards for styling techniques and product presentation to anticipate our customer's needs and enhance our shopping experience in store
Team & Development	• Share, inspire and educate your store teams, keep them up to date with seasonal changes, fashion trends, relevant visual & commercial information, in-store communication, including price perception • Coach and develop the Store team's visual and commercial skills to secure high quality of product & commercial presentation according to guidelines • Support & develop daily routines and best practices for your Store team to always ensure a consistent level of visual & commercial standards whilst maintaining customer service engagement • Develop and coach talents and provide on-boarding training to new colleagues

	• Organise, provide, and carry out the visual & commercial upskilling for you and your colleagues • Complete Visual Competences & Commercial 4 All trainings based on Regional & Sales Market learning and development goals • Support Sales Market and Area teams with expansion (store projects) needs
Visual & Commercial Execution	• Execute the visual & commercial curation & styling for the store based on commercial calendar, allocation, store activation plan and fashion trends according to moodboards and direction from the visual & commercial guidelines • Carry out sample picking best practice routines including stockroom garment quantities, accessories, and shoes to ensure you create clear trends and stories according to inspiration from the visual & commercial guidelines • Secure window & styling execution accordingly to visual & commercial guidelines to create inspirational and commercial customer experience • Provide good customer flow by maintaining commercial layout, fixtures, to secure the best trend story placement • Secure a strong balance and the maintenance of price signs in windows and throughout the store following guidelines according to Global strategy and Sales Market requirements • In collaboration with Facilities Management ensure all lighting is working correctly, aimed to highlight our products and display forms in windows and throughout the store • Maintain and care for all display forms and interior material (fixtures & fittings) with sustainability in mind • In collaboration with Area Visual Manager ensure your store navigation is maintained and kept up to date according to latest guidelines and store layout • Ensure your store has enough quantities of sale and other activity including POS material according to local routines • Keep sales floor and back of house clean, organised, and safe according to local security guidelines

WHO YOU ARE

Your knowledge and competences

Knowledge consists of skills, competences & experience

Skills & Competences Skills needed to perform the role effectively Key behaviours and knowledge competences critical to thrive and perform in the role	• Leading with integrity and adhering to the Brand's ethical standards • Extensive fashion interest and expertise • Strong product presentation, styling, and commercial knowledge & standards • Ability to engage, taking responsibility and giving constructive feedback in an inspiring way • Strong customer experience, prioritization skills & background to manage and act on feedback from Store Management team • Ability to work towards actively promoting customer loyalty and selling products to customers • Working in a dynamic, collaborative environment with the entire store team • Efficiently managing tasks and customer queries • Analyse data to make informed decisions • Solution focused and adaptable, able to find the best solutions in line with our company values and culture • Ability to leverage and adapt to new technologies introduced in the store • Prioritizing growth and learning for yourself and the team People and relationships: Customer Focus / Effective Communication / Leadership Skills / Coach & Develop a Team / Cross - Functional Collaboration / Team Player Tasks and projects: Curious & Creative / Flexible & Adaptable / Trend Awareness & Inspirational / Solution Focused / Sales Analysis Drives and emotions: Passionate & Motivated / Agile / Decisive & Action Oriented / Supportive / Resilience
Experience Previous work experience that is beneficial to the role	• Experience with being solution focused to improve product presentation and commercial execution in store • Good knowledge of visual, commercial, and operational best practises, routines, and tools • Know how to manage, follow-up and act on selling equation and weekly sales reports

HOW YOU DO IT

Your behaviours: living the values, growth mindset and leadership

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Our Values	Values in action
Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.	Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.
• We are one team • We believe in people • We are entrepreneurs • We make constant improvement • We are cost conscious • We are straight forward and open minded • We keep it simple	• Collaboration (e.g., the ability to be collaborative, inclusive, engaging) • Empowerment (e.g., the ability to be empowering, trusting, listening) • Innovation (e.g., the ability to be innovative, risk-tolerant, flexible) • Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn) • Resourcefulness (e.g., the ability to be resourceful, responsible, proactive) • Honesty (e.g., the ability to be open-minded, sincere, self-aware) • Clarity (e.g., the ability to be clear, efficient, effective) [Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.

