

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Merchandising			
Occupation	Executive			
Job Role	Visual Merchandiser			
Job Role Description	<p>The Visual Merchandiser manages shopper marketing activities and is responsible for the conceptualisation of the visual merchandising plans. He/she oversees the set-up of merchandise display by coaching in-store teams. He is also responsible for market research efforts relating to visual merchandising.</p> <p>He operates in a fast-paced and creative environment where he conceptualises eye-catching product displays, store layouts and designs to promote the store's products.</p> <p>He is creative, detail-oriented and is effective working within tight deadlines. He is able to effectively prioritise multiple assignments and possesses an aesthetic flair.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)	
	Oversee visual merchandise display and plans	Create visual merchandising plans		
		Conduct research on visual merchandising and shopper trends		
		Assess competitors' visual merchandising strategies		
		Prepare cost and budget resources for visual merchandising displays		
		Assess visual merchandising outsourcing needs		
		Plan and design visual merchandising displays		
		Evaluate effectiveness of visual merchandising plans		
		Supervise construction and maintenance of visual merchandising displays		
		Optimise use of store space		
		Ensure visual merchandising displays comply with visual merchandising plans		
	Manage shopper marketing activities	Analyse information on shoppers' profiles		
		Design and guide development of shopper marketing collaterals		
		Measure effectiveness of change in visual merchandising displays		
	Manage Teams	Supervise staff		
		Build team capability		
		Develop team cohesiveness		
Lead team's decision making				
Champion service innovation	Engage in service innovation initiatives			
Technical Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 3	Creative Thinking	Advanced
	Business Negotiation	Level 3	Communication	Advanced
	Business Operational Planning	Level 3	Sense Making	Intermediate
	Business Relationship Building	Level 2	Leadership	Intermediate
	Colour Concept Application	Level 3	Problem Solving	Intermediate
	Compliance with Legal Regulations	Level 3		
	Conflict Management	Level 2		
	Crisis Management	Level 3		
	Customer Behaviour Analysis	Level 3		
	Customer Experience Innovation	Level 3		
	Data Analytics	Level 3		
	Design Concepts Generation	Level 3		
	Digital Image Production	Level 3		
	E-Commerce Campaign Management	Level 3		
Business Environment Analysis	Level 3			

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Skills & Competencies	Financial Budget Planning and Management	Level 4		
	Idea Generation and Selection	Level 3		
	Innovation Management	Level 3		
	Intellectual Property Management	Level 3		
	Marketing Campaign Management	Level 3		
	Market Research	Level 3		
	Market Trend Analysis	Level 3		
	Merchandise Performance Analysis	Level 3		
	Organisational Relationship Building	Level 3		
	People Development	Level 3		
	Personal Effectiveness	Level 3		
	Point-Of-Purchase Marketing	Level 3		
	Problem Identification	Level 3		
	Process Improvement	Level 3		
	Product Styling	Level 3		
	Report Writing	Level 3		
	Retail Space Utilisation	Level 3		
	Shopper Marketing Campaign Management	Level 2		
	Visual Collaterals Production	Level 3		
	Visual Design and Communication Principles	Level 3		
Visual Merchandising Presentation	Level 3			
Workplace Communications	Level 3			
Workforce Diversity and Harmony	Level 3			
Workplace Safety and Health	Level 3			
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.