

SKILLS FRAMEWORK SKILLS MAP - Job Role				
<b>Sector</b>	Retail			
<b>Track</b>	Merchandising			
<b>Occupation</b>	Associate			
<b>Job Role</b>	Visual Merchandising Associate/Assistant			
<b>Job Role Description</b>	<p>The Visual Merchandising Associate/Assistant supports the management of shopper marketing activities and assists with the conceptualisation of the visual merchandising plans. He/she is also responsible for the set-up of merchandise display for all assigned stores.</p> <p>He works in a fast-paced and creative environment where he is required to produce specific display plans and materials that are visually appealing.</p> <p>He is creative, detail-oriented and is comfortable working within tight deadlines. He is able to effectively multi-task and possesses an aesthetic flair.</p>			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	Oversee visual merchandise display and plans	<b>Key Tasks</b>	<b>Performance Expectations (For legislated / regulated occupations)</b>
			Plan for setting up and dismantling of visual merchandising displays	
			Source for materials for props, mannequins and/or fixtures	
			Prepare and construct display materials	
	Manage shopper marketing activities	Set up and maintain visual merchandising displays for events, roadshows and/or promotional activities		
		Collect information on shoppers' profiles		
		Implement shopper promotional plans		
		Collect feedback on product design and packaging		
		Prepare shopper marketing collaterals		
		Track data on campaign effectiveness for analysis		
Champion service innovation	Generate potential ideas that may contribute to innovation and productivity improvements			
<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies</b>	
	Brand Campaign Management	Level 2	Communication	Basic
	Business Operational Planning	Level 3	Interpersonal Skills	Basic
	Colour Concept Application	Level 2	Creative Thinking	Basic
	Compliance with Legal Regulations	Level 1	Sense Making	Basic
	Crisis Management	Level 3	Digital Literacy	Basic
	Customer Experience Innovation	Level 2		
	Customer Behaviour Analysis	Level 2		
	Data Analytics	Level 1		
	E-Commerce Campaign Management	Level 2		
	Environment Analysis	Level 1		
	Idea Generation and Selection	Level 1		
	Innovation Management	Level 1		
	Intellectual Property Management	Level 2		
	Marketing Campaign Management	Level 2		
	Merchandise Performance Analysis	Level 1		
	Point-Of-Purchase Marketing	Level 2		
	Problem Identification	Level 2		
	Process Improvement	Level 1		
	Product Styling	Level 1		
	Report Writing	Level 1		
	Retail Space Utilisation	Level 2		
Shopper Marketing Campaign Management	Level 2			
Visual Collaterals Production	Level 2			
Visual Design and Communication Principles	Level 2			
Visual Merchandising Presentation	Level 2			
Workplace Communications	Level 2			

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	Workforce Diversity and Harmony	Level 1		
	Workplace Safety and Health	Level 2		
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.