

# CS31 Visual Merchandiser

## 1. Job role

| TCF sub-sector           | Cross sector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Job role                 | CS31 Visual Merchandiser                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Job role description     | <p>Designs and implements visual merchandising displays in textile, clothing and footwear products in promotional and retail environments. The role ensures that products are presented in an attractive, brand-consistent and commercially effective manner to support sales performance and customer engagement. Visual Merchandisers work closely with retail management, marketing teams and store staff to implement merchandising plans, seasonal displays and promotional campaigns that highlight product features, collections and brand identity.</p>                                                                                   |
| Performance expectations | <ul style="list-style-type: none"> <li>• Create visually appealing product displays aligned with brand guidelines</li> <li>• Support retail sales through effective product presentation</li> <li>• Implement seasonal merchandising plans and promotional displays</li> <li>• Maintain consistent store presentation standards</li> <li>• Ensure products are displayed clearly and accessibly for customers</li> <li>• Monitor store layouts and adjust displays based on sales performance</li> <li>• Coordinate visual merchandising across store locations where applicable</li> <li>• Maintain clean and organised display areas</li> </ul> |
| Specialisation           | Apparel merchandising displays, footwear product presentation, window displays, in-store promotional installations and brand storytelling through visual merchandising.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## 2. Key tasks and critical work functions

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| Key tasks               | <ul style="list-style-type: none"> <li>• Design and implement window and in-store merchandising displays</li> <li>• Arrange garments, footwear and accessories according to merchandising guidelines</li> <li>• Install promotional signage and display materials</li> <li>• Maintain store layout and product presentation standards</li> <li>• Update displays for new product launches and seasonal collections</li> <li>• Work with retail staff to maintain display quality</li> <li>• Monitor customer interaction with displays</li> <li>• Support brand marketing campaigns through in-store presentation</li> </ul> |
| Critical work functions | <ul style="list-style-type: none"> <li>• Enhancing customer engagement through effective product presentation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|  | <ul style="list-style-type: none"> <li>Supporting sales performance through merchandising strategy</li> <li>Maintaining consistent brand image across retail locations</li> <li>Ensuring displays remain attractive, organised and accessible</li> <li>Adapting displays in response to sales trends and promotions</li> <li>Coordinating merchandising activities with retail operations</li> </ul> |
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### 3. Technical skills

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| Visual merchandising techniques | Design and implement effective product displays.                   |
| Retail display design           | Plan store layouts and visual presentation areas.                  |
| Brand presentation standards    | Apply brand guidelines in merchandising displays.                  |
| Product styling                 | Style garments and footwear for visual appeal.                     |
| Display installation            | Install display props, signage and promotional materials.          |
| Retail space planning           | Optimise use of retail floor space for product visibility.         |
| Sales analysis                  | Adjust displays based on sales performance and customer behaviour. |
| Store presentation maintenance  | Maintain organised and visually appealing displays.                |

### 4. Generic Skills

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|---------------------|---------------------------------------------------------------|
| Creativity          | Develop visually engaging retail displays.                    |
| Attention to detail | Ensure displays are neat, consistent and attractive.          |
| Communication       | Coordinate merchandising plans with retail teams.             |
| Organisation        | Manage display materials and merchandising schedules.         |
| Teamwork            | Collaborate with store staff and marketing teams.             |
| Adaptability        | Respond to changing retail promotions and seasonal campaigns. |

### 5. Emerging skills

|                 |                                                                                                                                                                                                                                                                                                                                                                             |
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| Emerging skills | <ul style="list-style-type: none"> <li>Digital and interactive retail displays</li> <li>Integration of online and in-store merchandising</li> <li>Retail analytics and customer behaviour insights</li> <li>Sustainable store display materials</li> <li>Augmented reality and digital product presentation</li> <li>Omnichannel retail merchandising strategies</li> </ul> |
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### 6. VET Qualifications and Skill Sets

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| Entry-level preparation | SIRSS00026 Promotion and Marketing or equivalent       |
| Advanced development    | SIR50217 Diploma of Visual Merchandising or equivalent |

### 7. Job progression

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| Possible job progression | Retail Sales Assistant → Visual Merchandising Assistant → Visual Merchandiser → Senior Visual Merchandiser → Retail Brand Manager |
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## 8. Classification

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| Australian Qualifications Framework                            | AQF Level 3-5                                     |
| Australian Bureau of Statistics (ABS) Skill Levels             | Skill Level 3                                     |
| Open Source Classification of Occupations for Australia (OSCA) | Visual Merchandiser - Retail and Fashion Industry |



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