

Visual merchandiser

Visual merchandisers design eye-catching product displays and store layouts to encourage sales.

Average salary (a year)



Typical hours (a week)



You could work



Different routes to get this job

(check the website for entry requirements)

- a college course
- an apprenticeship
- working towards this role
- applying directly
- a specialised distance learning course

Skills and knowledge

You'll need:

- to be thorough and pay attention to detail
- the ability to work well with others
- the ability to come up with new ways of doing things
- to be flexible and open to change
- the ability to sell products and services
- the ability to accept criticism and work well under pressure
- customer service skills
- excellent verbal communication skills
- to be able to use a computer and the main software packages competently

Day-to-day tasks

You could:

- design product displays and floor plans, or follow plans from head office
- draw designs and plans by hand or on computer
- use space and lighting creatively
- source materials like models, props, signs and equipment
- arrange displays and dress dummies
- teach sales staff how to display goods
- produce brand guidelines so all stores have the same look and feel

Regularly check Teams channel "[Careers advice for students](#)"