



## JOB DESCRIPTION

The Organization			
<b>Modenik Lifestyle Pvt Ltd</b> <a href="http://www.modenik.in">www.modenik.in</a> <a href="https://www.linkedin.com/company/modeniklifestyle/mycompany/">https://www.linkedin.com/company/modeniklifestyle/mycompany/</a>			
The Role			
<b>Role</b>	Visual Merchandiser	<b>Function</b>	Marketing
<b>Experience</b>	3 - 5 years of experience	<b>Education</b>	Graduate and above
<b>Location</b>	Pune / Nashik		

Profile Summary	
<ul style="list-style-type: none"><li>• The incumbent is responsible to increase sales, get buyer's attention and to provide an excellent shopping experience.</li><li>• Converts window shoppers into prospects, drives branding objectives and maximizes profitability.</li></ul>	

Role Responsibilities	
<ul style="list-style-type: none"><li>• Influence MBO Retailers to provide prime space for the In Shop Branding</li><li>• Conducting periodic audits to check the status of the In Shop Branding</li><li>• Responsible for the planogram of the Retail Assets deployed at the MBO's</li><li>• Responsible to adhere the SOP of BTL functions</li><li>• Responsible to close all the audit related queries coming from the respective zone</li><li>• New Store Launches – Work with the project's team to set up the VM, branding spaces, floats SoH, activations etc for every upcoming stores. (Fabulous stores and EBOs - Maharashtra, Gujarat, Rajasthan &amp; Goa)</li><li>• Constantly updating and managing in-store and ambience branding to meet communication objectives, drive footfalls and conversions.</li><li>• Plan, brief and execute season windows for Pan India EBOs.</li><li>• Manage consumer collaterals inventory for each channel and ensure the replenishment of the stock.</li><li>• Refreshing the design of every consumer collaterals from time to time.</li><li>• Drive and implement BTL campaigns within a given time span through all channels, MBO, NCS and EBOs – Maharashtra, Gujarat, Rajasthan &amp; Goa</li><li>• Work closely with the vendors to ensure the executions are in place within time.</li><li>• Coordinate and manage the warehouse for dispatches of collaterals and other materials.</li><li>• Responsible for Budget management &amp; Cost negotiations</li><li>• Responsible for Closing bills/POs for the month.</li><li>• Manage different external agencies like creative agency, VM agency, Production agency and others.</li></ul>	



- Support the team in conducting any events (design and fabrication), packaging design or any other marketing requirement as maybe required.

#### Skills

- **Functional Skills:** Vendor Management
- **Behavioral Skills:** Negotiation skills, Team Player, Time Management, Good communication skills
- Males preferred as the role demands extensive travelling
- English, Local language preferred