

Job title: **VM Designer** (Fashion & Beauty, Home & Tech)

Core information

Location: London head office	Lines of business or shared capability area: John Lewis
Reports to: Visual Merchandising Design Manager	
People Management: No	
Assignment Management: No	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 7
Number of direct reports: 0	Partnership level(s) of direct reports: None

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

The Visual Merchandising Designers role is to support the VM Lead in the creation and maintenance of merchandising standards and guidelines. Working collaboratively to ensure the delivery of the visual strategy to create commercially driven and visually inspiring store environments through the optimisation of design, buying, planning, space utilisation and cost efficiency.

You will need the ability to define the Brand through innovative merchandising & be a key Brand ambassador, managing communication at all levels, providing honest, detailed and well considered feedback following projects.

Part of the role is to create, design and develop product based design solutions for all types of store experiences, departments, formats & product displays. Ensuring that designs meet and deliver to the brief, commercial objectives and create a great customer experience from the concept design through to store execution.

Design recommendations are needed to optimise a particularly high number of elements and to balance the views of a wide range of stakeholders and have a fundamental impact on the Brand store environment. Provides advice and guidance to Store Design in accordance with their industry / design specialism.



Primary Outcomes & Accountabilities

- Create and evolve merchandising guidelines & Visual refreshes throughout the Season using the latest buying direction and customer profiles for all own brand and third party brands.
- Owns the development of designs for permanent and semi permanent merchandising equipment, including POS.
- Help define the John Lewis look and feel, delivering a consistent approach to the Brand look & feel of shops, through merchandising, fixturing, presentation kit and layout guidelines.
- Be responsible for managing the delivery of and communicating Brand merchandising guidelines with the knowledge of the market to inspire and engage with our Customers.
- Assist in the planning and delivery of Seasonal change, projects, collaborations and Store specific requests.
- Provide clear merchandising guidelines for new concepts.
- Design with cost in mind, working with our supply chain to develop the most affordable, effective materials and construction method. Works with internal and external design resources including design agencies. Ensuring all design solutions are in line with John Lewis brand guidelines and sustainability targets.
- Ensure all Health & Safety and DDA requirements are met and the approval level of due diligence has been completed.
- Maintenance of continual BAU design solutions and projects to keep brand standards effective and up to date; meeting commercials needs for specialist product presentation.
- Support the wider VM department with the planning and implementation of own brand seasonal set-up. Working closely with Retail teams on key actions and deliverables; reviewing execution.
- Demonstrating a balanced view, focusing on both Own brand and External brands to maintain their individual strategies & Brand integrity and ensure they show up in a consistent manner across the estate. Workstreams - Core Lite/CSI
- Strategically plan movements to effectively support the goals of the VM department and business needs, remaining agile to Trade.
- Involvement and support of projects to drive the Brand forward and achieve VM Department strategy through augmented resources.
- Develop and invest time in trials for new merchandising, fixture and layout ideas in advance of Seasonal set ups.

Measures of success

Proactive with driving own development; seeking feedback through peers and business networks to drive KPI's.

- Successful and consistent delivery of merchandising standards across the estate - with key focus across Brand aesthetic and commercial acumen.
- Creating successful working relationships with Commercial and Retail teams, sharing knowledge and insight to support stores in successful execution.
- Driving new ways of showcasing our products, keeping close to all trends to stay one step ahead of the competition.



- Ensuring Stores are delivering on all aspects of layout, merchandising and latest Brand thinking.

Skills

- Excellent layout and visual merchandising skills.
- Excellent communication and influencing skills, ability to liaise at all levels + and reach compromise when needed.
- Strong training and coaching skills.
- Ability to organise and manage your own time effectively.
- Ability to work on own initiative and self-motivation.
- Ability to build strong relationships with key business areas.
- Designing to a budget
- Ability to create ideation sketches, visuals and mood boards
- Stakeholder management across all levels within the business

Qualifications & Experience (where applicable)

Essential

- Strong retail customer knowledge.
- An innovative approach to support business growth
- Creative problem solving + Global mind set of the Brand.
- Strong stakeholder management experience with excellent communication style
- Demonstrate and application of Commercial acumen and market awareness with all Visual solutions to maximise sales and potential of Stores
- Strong merchandising skills and experience across Fashion and Home
- Demonstrate the ability to work well under pressure
- Strong communication skills

Desirable

- Retail management experience
- Experience of managing a wide range of projects simultaneously
- Experience of working with and managing 3rd party resource (e.g. brands, shopfitters)
- Proven experience with 3D design
- Experience with AutoCAD, Sketch up.

Version	Created/updated by	Date
<i>3.0</i>	<i>Sian Roberts / Rebecca Stuart / Lee Davis</i>	<i>13/12/24</i>