

### 1. JOB DETAILS:

<b>Position Title:</b>	<b>Merchandiser for US</b>
<b>Reports to:</b>	<b>Head of Marketing</b>
<b>Department:</b>	<b>Marketing</b>

### 2. JOB PURPOSE:Merchandiser

### 3. KEY ACCOUNTABILITIES:

#### Description

#### New Product Development

- New product brief as per the requirement of sales team /customer/ or on the basis of market needs/ trends
- Give sales team and merchandiser's selection on sketches
- Execution of the final sample of selection in coordination with PD team
- Present samples to Sales team and collect feedback
- Transfer activity of samples in Sample line

#### Additional styles for Sample Line

- Selection of new product from international product line in coordination with Sales Team
- Take confirmation on selection from Pd head to launch in the Market
- Accordingly update back office for sample order process
- Transfer activity of samples in Sample line

#### Client specific presentations

- Prepare product proposals as per sales team requirement for customer brands or scheme under Sales head guidance.
- Prepare Samples under approved proposal for customer final selection
- Transfer samples in respected zone sample line, in case of new PD

#### Merchandise Reports

- Design assignment feedback sheet -month wise
- New PD target report -month wise
- Zone model capacity tracking sheet
- Prepare Merchandiser's; Sales team; Market/Customer's feedback on final samples for PD team
- Analytical sale report of each product performance-Zone Wise
- Yearly Trend report

#### Sample Line Presentation

- Sample line product presentation arrangement in coordination with Sales Team
- Refurbishment of the product as per zone wise product performance report
- Taking care of the display material

Customer meeting/Market survey

- Customer visit with sales team for feedback once a year in each region
- Market Survey in each zone or/region, and attending shows (If any)

Add on responsibilities

Outsource Product development

- New product brief as per the requirement of sales team /customer
- Give merchandiser's and Sales person's selection on sketches
- Execution of the selection with outsourcing company, includes cad, model and final sample checking
- Provide master details to designated team

Wax Modification

- To approve day to day customer modification request in coordination with manufacturing Department

**4. COMMUNICATIONS & WORKING RELATIONSHIPS:**

Customer , Sales team , Manufacturing team , PD team

**5. FRAMEWORKS, BOUNDARIES, & DECISION MAKING AUTHORITY:**

**6. QUALIFICATIONS, EXPERIENCE,& SKILLS:**

**Should be good experience enough in domestic market for merchandising and design development & require understanding for product development, i.e. CAD ( Computer Aided Designing)**

- 1) Corel designing, CAD designing, photo shop
  - 2) Jewellerymfg knowledge
  - 3) Basic diamond knowledge
- MS office knowledge**

**7. CTC: INR 6,00,000 PA TO INR 8,00,000**

