

<b>Position:</b> Executive Director, Visual Merchandising	<b>Posting No.:</b> 10-353
<b>Division:</b> Bobbi Brown / La Mer	<b>Grade:</b> 30
<b>Department:</b> Visual Merchandising	
<b>Location:</b> New York	
<b>Recruiter:</b> <a href="mailto:eljobsearch@estee.com">eljobsearch@estee.com</a>	
<b>Description</b>	
<p>The primary role of the Executive Director, Visual Merchandising is to develop and ensure that all aspects of merchandising are consistent and representative of the Bobbi Brown and La Mer brands throughout all global In-Store and Travel Retail environments. This position works closely with other creative staff, while maintaining positive working relationships and open communication with store design, marketing and sales teams. The overall goal is to ensure that a consistent look and feel is carried out at counter and that Bobbi's/ La Mer's overall brand image continues to evolve, ensuring a strong brand presence in a highly competitive marketplace. This position is responsible for design, development and execution of tester and merchandising units related to permanent and seasonal programs for the brand, and for issuing Merchandising and New Door Guidelines globally.</p> <ul style="list-style-type: none"> <li>• End-to-end management/execution of all visual merchandising requests, overseeing all phases of projects in order to meet deadlines, including design stages, obtaining final approvals and seeing all projects through to completion.</li> <li>• Attend meetings, present concepts and report on status of current projects. Execute and oversee the development of Merchandising Guidelines and New Door Guidelines.</li> <li>• Initiate and participate in development sessions with upper management as well as marketing and sales to discuss objectives for projects and ensure consistency to launch programs and marketing/sales strategies.</li> <li>• Communicate with store design to understand in-store conditions and environment to ensure merchandising solutions result in a cohesive brand message and positive Bobbi Brown/La Mer experience for all customers at counter.</li> <li>• Provide sample or prototype units for sales and marketing meetings.</li> <li>• Along with standard units, create site-specific one-off merchandising units that must be addressed individually each season according to sales/marketing and store requests.</li> <li>• On approval of projects, create/approve vendor construction documents and vendor-required dimensioned drawings, instruction sheets for new and on-going units.</li> <li>• Demonstrate an understanding of materials, cost, and time requirements on projects.</li> <li>• Interact with NLM and Corporate Purchasing to resolve issues of function, performance, manufacturing, cost and scheduling during design development and production phases of projects.</li> <li>• Must possess understanding of shelf, accessory and componentry materials and manufacturing processes, proposing compelling and plausible design solutions that can be achieved technically and within timing/budgetary limitations.</li> <li>• Maintain awareness of current trends in visual arts and merchandising, travel as necessary, and complete in-store site visits to observe counters in action and/or approve production, research trends and materials.</li> <li>• Collaborate with store design to create the next evolution of the free standing store and department store concepts encompassing all aspects of design and merchandising.</li> <li>• Concept, design, execute all events, ranging from seasonal launches, press and special events, sales and retailer meetings.</li> <li>• Work with creative to concept, present and execute photography for in store shoots. Brief stylist and photographers to ensure vision is delivered.</li> <li>• Provide creative direction, as well as, visual brand guidelines for all product photography used in light boxes, events, meetings, etc.</li> </ul>	

- Work directly with global affiliates and retailers to develop store and merchandising concepts based on market needs.
- Manage a team of designers, consultants (including but limited to illustrators, renders, industrial designers, architects, media technology, event production companies, and agencies).

#### **Qualifications**

- Position requires 8+ years, preferably in the cosmetics or fashion arena, in visual merchandising or industrial design, store planning/design, event design, graphic design, or related experience, with a minimum of 3 years supervisory experience preferred.
- Strong graphic design with ability to follow graphic standards and 3-dimensional design skills.
- Strong ability to render and communicate ideas, flexibility of vision, responsiveness to creative input, and great visual sensibilities.
- Must be exceptionally creative and innovative, and be able to articulate thoughts and ideas clearly.
- Excellent interpersonal and communication skills.
- Ability to obtain cooperation from all levels of staff and vendors resulting in smooth completion of project initiatives.
- Ability to work well in a team environment, contribute ideas, and interact with other departments to obtain current information in an ever-evolving environment on trends, customers, market conditions, etc.
- Ability to receive input from others, and be able to persuasively discuss/defend design solutions while remaining flexible and open to other points of view with both internal and external groups.
- Superior organizational skills to handle the details of many projects simultaneously with ability to juggle many pressing priorities with ease in a fast paced environment.
- Understanding of current Fashion/Retail trends, ability to identify and translate trends in the industry and the consumer marketplace.
- Computer skills: On Mac platform; Illustrator, Photoshop, Quark, In-Design, Maya or equivalent 3-D drawing program, all Microsoft Office programs.
- Thorough knowledge of all digital file formats and their best-practice applications.
- Understanding of server protocol and follow through on file back-up and archiving procedures to prevent the loss of work product.
- Excellent hand-skills to comp creative concepts to highest presentation quality.

Please email all resumes to [eljobsearch@estee.com](mailto:eljobsearch@estee.com) and place job title in subject line.

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(Customers must be Native American and meet WIA program eligibility requirements in order to receive transportation assistance, clothing allowance, cash incentives once employed, child care assistance, etc., etc..)

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