

### JOB INFORMATION

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| Job Code   | EF18                                   |
| Job Description Title                                    | Visual Merchandiser-Bookstore          |
| Pay Grade  | SL06                                   |
| Range Minimum  | \$39,160                               |
| 33rd %   | \$45,690                               |
| Range Midpoint   | \$48,950                               |
| 67th %   | \$52,210                               |
| Range Maximum  | \$58,740                               |
| Exemption Status   | Non-Exempt                             |
| Organizational use restricted to the following divisions | 112 AVP, Budgets & Business Operations |
| Approved Date:   | 9/5/2025 10:43:44 AM                   |

### JOB FAMILY AND FUNCTION

|               |           |
|---------------|-----------|
| Job Family:   | Sales     |
| Job Function: | Bookstore |

### JOB SUMMARY

The Visual Merchandiser-Bookstore is responsible for developing, executing, and maintaining a retail floor layout and planogram that maximizes selling space for product display, guest experience, store navigation, and product sell-through. This role involves creating visually interesting and effective merchandise displays in accordance with the Auburn University Bookstore's general merchandise plan, providing exemplary customer service, maintaining stockroom cleanliness, analyzing merchandise buying plans, and partnering with general merchandise and marketing teams to ensure consistent in-store presentation and messaging.

### RESPONSIBILITIES

- Designs, implements, and maintains strategic retail floor layouts and planograms to optimize product visibility and customer flow.
- Develops compelling and effective merchandise displays that enhance the customer shopping experience and drive sales.
- Delivers exceptional customer service by engaging with guests, addressing inquiries, and ensuring a welcoming store environment.
- Oversees stockroom operations, ensuring cleanliness, organization, and efficient inventory management.
- Evaluates merchandise buying plans to inform inventory decisions and optimize sales strategies, while partnering with the Retail Sales Manager to ensure timely stock availability aligned with Visual Merchandiser display setups.
- Partners with general merchandise and marketing teams to align visual merchandising with brand standards and promotional campaigns, while coordinating buying decisions with the Merchandise Buyers to enable cohesive storytelling across product categories.
- Supervises and mentors a team of student general merchandise associates, fostering a positive and productive work environment.
- Performs additional duties as assigned to support store operations and team success.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

### SUPERVISORY RESPONSIBILITIES

|                            |   |
|----------------------------|---|
| Supervisory Responsibility | May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees. |
|----------------------------|---|

## MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

## MINIMUM EDUCATION & EXPERIENCE

| Education Level    | Focus of Education   |     | Years of Experience | Focus of Experience   |    |
|--------------------|--|-----|---------------------|---|----|
| Associate's Degree | No specific discipline required.<br><br>Marketing, Business Administration, Fashion Merchandising, or Related Field desired. | and | 4 years of          | Retail sales operations, visual merchandising, and/or customer service. | Or |
| Bachelor's Degree  | No specific discipline required.<br><br>Marketing, Business Administration, Fashion Merchandising, or Related Field desired. | and | 2 years of          | Retail sales operations, visual merchandising, and/or customer service. |    |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|  |  |
|--|--|
| Knowledge of retail floor layout and planogram development.  |  |
| Strong analytical skills for merchandise buying plans.       |  |
| Strong team leadership and management skills.                |  |
| Skills in creating visually appealing merchandise displays.  |  |
| Organizational skills for maintaining stockroom cleanliness. |  |
| Ability to provide excellent customer service.               |  |

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |
|-------------------------|--------------------------------|------------|------------------|
| None Required.          |                                |            |                  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

|                            |       |
|----------------------------|-------|
| Physical Demands Category: | Other |
|----------------------------|-------|

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight   |
|-------------------------------|-------|--------|--------------|------------|------------|----------|
| Standing                      |       |        |              | X          |            |          |
| Walking                       |       |        |              | X          |            |          |
| Sitting                       |       |        |              | X          |            |          |
| Lifting                       |       |        | X            |            |            | < 20 lbs |
| Climbing                      |       |        | X            |            |            |          |
| Stooping/ Kneeling/ Crouching |       |        | X            |            |            |          |

## PHYSICAL DEMANDS

| Physical Demand            | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|----------------------------|-------|--------|--------------|------------|------------|--------|
| Reaching                   |       |        | X            |            |            |        |
| Talking                    |       |        |              |            | X          |        |
| Hearing                    |       |        |              |            | X          |        |
| Repetitive Motions         |       |        |              | X          |            |        |
| Eye/Hand/Foot Coordination |       |        |              | X          |            |        |

## WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Extreme cold           |       | X      |              |            |            |
| Extreme heat           |       | X      |              |            |            |
| Humidity               |       | X      |              |            |            |
| Wet                    |       | X      |              |            |            |
| Noise                  |       |        | X            |            |            |
| Hazards                |       | X      |              |            |            |
| Temperature Change     |       | X      |              |            |            |
| Atmospheric Conditions |       | X      |              |            |            |
| Vibration              |       | X      |              |            |            |

### Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.