



RETAIL Visual Merchandising Manager

Birkenstock Japan株式会社での募集です。 ビジュアルマーチャン...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

Birkenstock Japan株式会社

Job ID

1606823

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ Negotiable, based on experience

Work Hours

09:00 ~ 18:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 GW 夏季...

Refreshed

August 20th, 2026 10:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2398965】

Purpose and objectives of the job:

- The Visual Merchandising Manager is responsible for defining implementing and overseeing the visual merchandising strategy across all retail locations to ensure brand consistency strong visual impact and commercial performance.
- The role bridges brand direction and local execution leading VMD initiatives that enhance customer experience and drive sales growth.

Tasks and responsibilities:

VMD

Visual Merchandising Strategy Leadership

- Develop and execute seasonal visual merchandising strategies in alignment with regional brand guidelines.
- Translate brand vision storytelling and commercial priorities into effective in store visual execution.
- Act as the key point of contact on VMD related topics for local regional and global teams.

Store Window Visual Merchandising

- Oversee in store visual merchandising including floor layouts product flow and zoning.
- Define and manage window display concepts in line with seasonal campaigns and brand initiatives.
- Ensure visual consistency excellence and performance across all stores.
- Supervise window installations including compliance with department store regulations and safety standards.

Seasonal Planning Execution

- Plan and manage seasonal VMD calendars including product launches campaigns and store updates in close alignment with Marketing and Merchandising leads.
- Identify key products and focus SKUs ensuring optimal visual exposure storytelling and performance.
- Adapt guidelines to each market needs while maintaining brand integrity.
- Coordinate VMD execution for new store openings renovations and pop up stores.

Commercial Performance Analysis

- Analyze sales performance in relation to visual and product merchandising execution
- Monitor sell through of key displays and product flows in shelves and store zones.
- Identify opportunities for improvement and implement data driven product display solutions.
- Work closely with Merchandising Marketing and Retail teams to align visual priorities with sales objectives.

Cross Functional Collaboration

- Collaborate with Merchandising Marketing Retail Operations and Training teams.
- Provide clear VMD guidelines tools and training to store teams.
- Partner with Store Managers to ensure ongoing visual maintenance and execution.
- Prepare and deliver VMD reports including visual documentation and performance feedback to HQ.

Budget Resource Management

- Manage VMD budgets including props fixtures and installation costs.
- Optimize resource allocation to maximize visual impact and cost efficiency.
- Oversee external vendors and contractors when required.

Required Skills

Qualifications:

Required

- Education • bachelor's degree in Retail Business Management or related field is preferred.
- Minimum 4 years of experience in Visual Merchandising with experience in managerial or leadership roles
- Strong understanding of Shoes or fashion retail environments
- Proven ability to translate brand identity into compelling visual storytelling
- Strong analytical skills with the ability to connect visual execution to commercial performance
- Excellent communication and leadership skills
- Proficiency in Microsoft Office (Excel PowerPoint)
- Willingness to travel and work on site at retail locations

Preferred

- Experience working with global or regional HQ teams
- Department stores outlets: multi store retail experience
- Fluency in English; additional languages are a plus

Company Description

ビルケンシュトックは、そのルーツを1774年のドイツに遡るグローバルブランドです。創業当初より人々の足の健康を守るという意志に基づき、機能的で高品質な製品を提供するタイムレスなブランドとして、世界中で愛されています。＜ドイツに根付いたグローバルブランド＞グローバルに展開するビルケンシュトックは、世界でトップ5のフットウェアブランドであり、同時に、世界で最も知名度の高いドイツブランドの一つでもあります。ビルケンシュトックでは素材や部品の90%以上をヨーロッパ圏内で調達し、製品の95%以上をドイツで製造しています。素材テストのための最先端ラボを自社内に設けることで、業界で最も高い環境的・社会的基準に従って靴づくりに取り組んでいます。＜フットベッド（中敷）の生みの親＞ビルケンシュトックは、お客様の生活をよりシンプルで美しくするための製品作りを心掛けています。その中心となるのは解剖学に基づいた形状のフットベッドです。今日では快適さを表すために広く一般に使われているこのフットベッドは、ビルケンシュトックによって生み出されました。そして、フットベッドは我々が行うすべての活動の哲学とスタンダードでもあります。人々の"自然な歩行"を促す、ビルケンシュトックというブランドの核となるものです。