



Australian Government

SIRRMER025 Explore professional practice in visual merchandising career pathways

Release: 1

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Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to explore and plan a career as a visual merchandiser.

This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certificate or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

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| 1. Explore visual merchandising career planning. | <ul style="list-style-type: none">1.1. Research, interpret and analyse legal requirements and industry information to identify industry segments that use visual merchandising and associated visual merchandising career options.1.2. Research, interpret and analyse visual merchandising career options to identify career pathways, types of employment, job roles, job functions and skills, knowledge and experience requirements.1.3. Research and select values aligned mentor to support visual merchandising career progression. |
| 2. Plan visual merchandising career. | <ul style="list-style-type: none">2.1. Evaluate visual merchandising career options to develop visual merchandising career goals.2.2. Analyse own strengths and weaknesses against career goals to identify gaps.2.3. Determine strategies to address identified gaps and progress career goals.2.4. Consult with mentor to discuss career goals and strategies.2.5. Document career plan to meet visual merchandising career goals and timelines. |
| 3. Implement visual merchandising career plan. | <ul style="list-style-type: none">3.1. Initiate career development according to career plan.3.2. Develop, maintain and present professional portfolio of own visual merchandising work.3.3. Develop, document and maintain curriculum vitae.3.4. Use social media to showcase professional brand.3.5. Build and utilise industry networks to advance career goals.3.6. Develop supplier and stakeholder relationships and negotiate with stakeholders to manage stakeholder expectations.3.7. Work with mentor to review progress towards career goals, evaluate and respond to feedback and amend career plan. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- Writing skills to:
- document visual merchandising work for portfolio.
- Oral communications skills to:
- adapt communication techniques and styles to meet the needs of others and inspire employers.
- Self-management skills to:
- reflect on own competence and performance.
- Technology skills to:
- access, use and communicate information using digital technology.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>