



**Australian Government**

# **SIRRMER025 Explore professional practice in visual merchandising career pathways**

**Release: 1**

# SIRRMER025 Explore professional practice in visual merchandising career pathways

## 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.*

1. Explore visual merchandising career planning.
  - 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.
  - 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.
  - 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>

# Assessment Requirements for SIRRMER025 Explore professional practice in visual merchandising career pathways

## Modification History

No equivalent unit.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- research, develop, document, implement and review a visual merchandising career plan for self.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- legal requirements applicable to visual merchandising career development and progression
- sources of industry information
- research techniques
- employment types, legal obligations, legal entitlements, advantages and disadvantages:
  - permanent
  - casual
  - fixed term and contract
  - commission
- career planning principles, approaches and strategies relevant to visual merchandising
- media platforms
- visual merchandising portfolio contents
- strategies for building industry networks
- strategies for building supplier and stakeholder relationships
- career plan contents
- employer expectations:
  - meeting key performance indicators
  - work ethics
  - soft skills
  - initiative
  - receptive to feedback.

## Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.

Assessment must ensure access to:

- digital technology for research, documentation and presentation
- career plan templates
- curriculum vitae templates
- visual merchandising portfolio templates.

Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.

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