



KUBU CRAFTS

Manda Hill Centre-Lusaka
Mosi-O-Tunya Square
Harry Mwaanga Nkumbula International Airport Livingstone
P.O. Box 60748 , Livingstone, Zambia.
PHONE: 260-213-322983
E-MAIL: lucy@kubucrafts.com
www.kubucrafts.com
Factory-Dambwa Central Livingstone

ADVERTISING FOR MERCHANDISE AND MARKETING SPECIALIST.

Skills/competencies

- have a flair for design and color
- have training and experience in interior décor.
- be creative, imaginative and energetic
- be able to concentrate well
- be interested in art and design.
- Business sense and negotiation skills
- The ability to work well in a team
- Good written and spoken communication skills
- Creative flair and passion for furniture and décor.
- Self-motivated

Knowledge

- Very competent in the use of MS Word, Excel, Outlook, and catalogue visual displays like MS picture manager.
- Know what it means to give outstanding customer service
- Have an interest in home furnishings and design
- Know how to place new product to optimize visibility and sales
- Have an in-depth understanding of our organization, products, image and target market.
- The ability to use database and inventory-control software is also essential.
- Ability to participate in formulating a retail strategy along with other operational planning staff.
- Must have strong professional skills in contract negotiation, contract administration and contract writing, as they are usually in charge of carrying out negotiations with potential suppliers.
- Extensive experience in POS software backoffice point of sale inventory and analytical control.

Previous experience required

- Worked for an interior or furniture or gifts store for at least 3 years.

Responsibilities & duties

- Display and merchandise all furniture and craft items, using design skills to promote the image, all products and services of Kubu Crafts..
- Designing displays, stands and panels for shows, promotions and other marketing or sales events.

- Arranging, installing and dismantling displays both in-store and at promotions..
- Visually merchandise creative window and in-store displays of furniture and crafts to the best advantage.
- The work involves researching to get an understanding of what is needed, and coming up with display ideas.
- Source elements such as lighting, props and accessories to assist in enhancing displays and sales.
- It is important to make the most of the space available.
- Analyzing sales information using the POS system.
- Negotiating prices with suppliers.
- Ordering goods.
- Helping with promotions and advertising campaigns.
- Serve customers as needed.
- Identify core customer base and influence product assortment to fulfill their needs.
- Contribute to the success of the business by tracking decor trends, market trends, and giving useful feedback to the directors.
- Create and maintain product knowledge documents and used this information to educate customers thus increasing sales and create repeat customers
- Developed window and internal displays driven on business needs
- Seek out new market opportunities such as built-in furniture, and business décor.
- Create imaginative, eye-catching displays of goods in all 3 stores. They aim to attract the attention of customers and encourage them to buy.
- Working with other members of the design, marketing and buying team to develop themes and color schemes for displays - for example Christmas, Valentine's day, sales and special promotions
- sketching designs and developing floor plans, making the most of the space available
- taking direction from head office on corporate schemes when appropriate
- sourcing materials such as props and lighting
- Preparing visual merchandising packs, including plans and photographs for reference and showing to clients.
- Visiting Livingstone workshop and branches to train and brief staff on arranging displays.
- Maintaining the catalogue with new items, prices and photos, in conjunction with the shop Manageress.

CONDITIONS OF EMPLOYMENT

- The salary is very dependent on experience and competence.
- Working hours are 48 hours per week, and a roster is in place for shifts because of extended shopping hours at Manda Hill. There may be times when additional hours are worked, and time off can be taken in lieu of this.
- We do not provide transport, but will compensate running expenses when vehicle is used for business purposes.
- The position is based in Lusaka, with monthly visits to review décor etc. at the two Livingstone shops. This transport would be by business bus.
- Contactable references will be essential.
- You will be reporting to the directors, and working closely with the shop managers.

APPLICATIONS

- Should you wish to apply for this position, please send your full cv including references to lucy@kubucrafts.com.