

MONONA TERRACE GIFT SHOP MANAGER

CLASS DESCRIPTION

General Responsibilities:

This is responsible retail store management at the Monona Terrace Community and Convention Center. This position is responsible for the efficient and cost-effective operation of the retail gift shop, including supervision of paid and unpaid staff. Work is reviewed through financial operations and other types of business reports and by evidence of public satisfaction with the services and merchandise. The work is performed with considerable independence under the supervision of a Monona Terrace Associate Director.

Examples of Duties and Responsibilities:

Research, select, order, inventory and sell merchandise items appropriate for the Monona Terrace Convention Center. Develop and implement effective merchandise displays. Attend industry trade shows to facilitate merchandise selection. Create and oversee the production of custom merchandise specific to Monona Terrace. Negotiate favorable settlements with vendors when products are defective or damaged. Conduct sales of merchandise to customers involving cash, check, and/or credit card transactions. Solicit and conduct sales of merchandise to wholesale customers and conventions.

Maintain an appropriate inventory of products for the store. Conduct an annual inventory and audit. Stock merchandise on shelves and check in new inventory.

Develop and implement effective merchandise displays and sales and interest campaigns to attract customers, both in store and on-line. Dust and clean merchandise, fixtures, and shelves. Maintain a customer database. Oversee the development of promotional print and e-marketing materials.

Develop, maintain, populate, and oversee the gift shop e-commerce website. Update and maintain inventory on the site, including overseeing the production and uploading of photos and written text to enhance sales. Identify and address areas of the e-commerce site that need improvement or refinement and resolve those issues within budgetary limitations. Utilize electronic media solutions to promote the Monona Terrace Gift Shop and e-commerce site. Integrate website with the Point of Sale system to streamline e-commerce sales.

Design and layout promotional materials for the Gift Shop. Use computer technology to design advertising, flyers, posters, programs, invitations, and other materials. Develop electronic materials for marketing, and maintain and edit a photography database of merchandise for the e-commerce site.

Staff the gift shop on a regular basis and determine when it is cost efficient to use other paid staff and what types of duties can be delegated to volunteers. Hire, train, schedule and supervise paid and unpaid staff and volunteers. Develop and implement shop operation

policies and procedures, training manuals and customer service guidelines. Prepare, analyze, and adhere to annual budgets, including creating and updating open-to-buy plan monthly.

In cooperation with the Monona Terrace Associate Director, assist with the development of a business plan and the necessary business systems and procedures (e.g., inventory control, cash control, sales, etc.) to ensure efficient and effective operations and recordkeeping within the gift shop. Effectively manage and update the Point of Sale system. Maintain inventory and cash controls over merchandise and sales receipts. Determine effective pricing strategies. Prepare and/or oversee the preparation of daily deposits, periodic or special financial statements and other reports and the reconciliation of cash receipts and bank statements.

Market selected products to meeting planners, conventioners, and area retailers. Oversee the wholesale operations including the ordering, assembling, imprinting, and mailing of items. Provide a retail outlet for conventions who wish to have specialty items available to their attendees (e.g. book sales). Market Monona Terrace signature items to other Frank Lloyd Wright venues and businesses as appropriate.

Perform related work as required.

QUALIFICATIONS:

Training and Experience:

Generally, positions in this classification will require:

Three years of responsible experience in a retail sales operation, including responsibility for scheduling and coordinating other staff, product display, product development, product selection and merchandising, store programming, and purchasing. Such experience would normally be gained following graduation with an associate's degree in merchandising, retail management, or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Knowledge, Skills and Abilities:

Thorough knowledge of the successful operation of a retail store, including merchandise selection and management, marketing techniques, and supervisory responsibilities. Thorough knowledge of the techniques and procedures needed to maintain retail inventory, accounting, and financial records of a retail sales operation. Thorough knowledge of e-commerce and activities related to operating and maintaining a web store. Thorough knowledge of buying practices and budgeting to best utilize inventory on hand. Thorough knowledge of and ability to use computer software applicable to the duties of the position, including Point of Sale systems and updating the store website. Knowledge of retail sales and merchandising techniques and practices as they are related to gifts and souvenirs. Knowledge of office procedures and the importance of client based customer service. Ability to think and act

entrepreneurially and work independently. Ability to maintain inventory and cash control records, sales records and credit card transactions. Ability to supervise staff and volunteers, including the ability to effectively hire and manage staff. Ability to effectively perform retail sales activities. Ability to communicate effectively, both orally and in writing with the general public, staff, vendors and contractors. Ability to establish and maintain effective working relationships with staff, vendors, clients and the general public. Ability to perform multiple, unrelated duties at the same time and to organize work effectively and efficiently. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Ability to meet the transportation requirements of the position. Ability to be bonded.

Physical Requirements:

The incumbent must have the ability to lift and move merchandise weighing up to 50 pounds and use a short step ladder. In addition, the incumbent must have the ability to reach, bend, sit and/or stand, work long hours and walk continuously for long periods of time.

Department/Division	Comp. Group	Range
Monona Terrace	18	04

Approved:

 Harper Donahue IV
 Human Resources Director

 Date