

Golden Isles Convention & Visitors Bureau

Job Title: Merchandising Manager

Department: Administration

Reports to: CFO

Classification: Full Time, Year-Round Position with Benefits

SUMMARY

The Golden Isles Convention and Visitors Bureau is a nationally recognized destination marketing organization dedicated to promoting tourism in Glynn County, Georgia. The CVB operates a retail store "Live Oak Shop" within the Welcome Center on St. Simons Island. The Merchandising Manager is an integral member of the administration team at the Golden Isles CVB (Convention & Visitors Bureau). This position manages the operations and merchandising strategies of the Live Oak Shop retail store.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Hire, train, and supervise employees in customer service, store maintenance and product promotions.
- Develop and maintain a schedule for employees and promotions centered on seasonal sales and other cycles.
- Implement cross-training of employees to uphold the store brand and the marketing efforts of the CVB.
- Lead operations by initiating, coordinating, and enforcing program procedures.
- Develop and promote the store brand, the product lines, and manage the online retail store.
- Manage and promote local consigner merchandise and local vendor art.
- Promote merchandise by studying advertising, sales promotion, and current trends.
- Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records.
- Manage displays, proper inventory levels, stocking, implement purchasing plans, and maintain contact with suppliers to ensure maximum efficiency in meeting sales goals.
- Formulate pricing policies by reviewing merchandising activities, determining additional needed sales promotion, and authorizing clearance sales.
- Achieve financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances while increasing profitability.
- Ensure the store remains clean and presentable.

LIVE OAK SHOP FINANCIAL REPORTING AND RESPONSIBILITIES:

- Manage financial aspects of the Live Oak Shop in conjunction with the accounting department.
- Work closely with the Senior Accountant ensuring purchase orders are prepared and presented timely and accurately.
- Schedule and oversee periodic inventory counts ensuring an accurate inventory balance is maintained.
- Manage and evaluate merchandise assortment and research new products for sales potential.
- Manage Square POS software to include user setup and permissions.
- Ensure inventory items are set up properly in Square POS.
- Ensure purchase orders are entered for all retail purchases and enter all inventory receipts.
- Create price tickets for all retail items.
- Research and analyze Live Oak Shop performance to identify opportunities for improvement while utilizing promotional tools to improve sales and performance.
- Prepare monthly retail reports and graphs for distribution and presentation.

OTHER

- Other special projects, reports, tasks, and financial assessments as assigned by the CFO or Senior Management.
- Attend and participate in staff meetings, department meetings and other company training programs as required.

QUALIFICATIONS

- Four-year college degree
- 2 + years of experience in a merchandising management role
- 2 + years in both a retail and online platform
- Knowledge of market trends and principles
- Excellent written and oral communication skills; excellent analytical skills
- Proficiency in Microsoft Office (Word, Excel, Publisher, Outlook, PowerPoint, Teams, etc.)
- Proficiency in Square Point of Sale software or equivalent software
- Highly organized with all aspects of work, both digital and paper
- Ability to lift 30 pounds safely and adequately to waist height and carry as required
- Ability to walk and/or stand for extended periods of time

COMPENSATION

Compensation will consist of an attractive base salary, vacation, health and dental, and vision benefits and participation in the company retirement program.

CONFIDENTIAL INFORMATION

This position has access to confidential information that may include financial, personnel, clients, contracts, passwords, codes, etc. Employees are expected to comply with CVB policies, and all legal requirements related to confidential information.

NOTE: Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required. The employee must be flexible regarding changing policies and procedures as well as varying deadlines.