

RETAIL MERCHANDISE COORDINATOR

KIND OF WORK

Professional work coordinating a statewide merchandise program.

NATURE AND PURPOSE

An employee in this class is responsible for promoting Minnesota State Parks by designing, producing, purchasing, distributing, and inventorying merchandise to sell to the public. S/he conducts volume purchasing of merchandise which is sold to all Nature Store locations. S/he conceptualizes the art and logos, works with artists/designers and vendors to customize merchandise specific to a park or natural or cultural resource theme. S/he determines national, regional and local trends and consumer preferences in gift and souvenir sales. S/he provides expertise to all park staff in recommending products to sell in setting up new store layouts and displays or remodeling existing ones. S/he establishes the Nature Store budget and oversees the warehouse operation. S/he co-chairs the State Fair Nature Store Committee. S/he develops and maintains the Nature Store web site.

This class differs from the Retail Operations Supervisor in having overall responsibility for designing and purchasing merchandise, monitoring inventory, and providing marketing strategies for statewide locations. S/he develops and oversees the statewide Nature Store budget. S/he also provides direction to warehouse staff and provides expertise to other department staff.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Researches and negotiates with local, regional, national, and international vendors, artists, and designers so that appropriate merchandise is available at competitive prices.

Corresponds with vendors, artists and designers concerning creating new products, merchandise orders, adjustments and cancellations so that merchandise is available and approved procedures are followed.

Verifies and evaluates merchandise that is received so that accurate orders are received and quality control is maintained.

Keeps abreast of current market trends and customer preferences. Recommends products, manufacturers and vendors and provide training to park staff so that maximum profits are obtained.

Provides expertise to park staff, carpenters, engineers and others in current store layout, traffic flow patterns, and visual merchandising when setting up new merchandise layouts and displays or remodeling existing ones so that maximum profits are obtained.

Establishes, expends and monitors the Nature Store budget so the maximum amount of money is available and expended for projects.

Establishes statewide policies and procedures related to Nature Store purchasing, markdowns, etc.

Monitors inventory levels and conduct inventory audits so that merchandise is available and inventory reports are available.

Directs warehouse operations to ensure that correct receiving and shipping procedures are being followed.

Develops and maintains the Nature Store web site so that merchandise is available for on-line purchase.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Natural, cultural and recreational resources in parks to develop park specific merchandise.

Contract law and its general application and principles of state purchasing procedures and laws.

Latest innovations in retail store design, retail displays and merchandising for maximum visual and sales impact.

Considerable knowledge and expertise in the area of retail management, product development and selection, market trends and consumer preferences, business management, visual merchandising, contract negotiations with vendors, monitoring and enforcing contractual agreements, pricing merchandise , and managing inventory.

Ability to:

Negotiate competitive wholesale prices to maximize profit margins.

Ability to prepare specifications and to evaluate merchandises for price and quality.

Creativity and artistic ability to conceptualize and design products.

Establish and maintain effective working relationships with vendors, artists, and designers.

Critique blueprints and make recommendations regarding traffic flow, lighting, inventory placement, etc. when designing new stores, or remodeling existing stores.

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Class Specification

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Administer store operations and fiscal duties (budget).

Direct warehouse operations and act as a consultant and problem-solver to other Nature Store operations.

Administer inventory, and operate point-of-sale systems and multiple computer networks for inventory management.

Est.: 02/01

Rev.:

T.C.:

Former Title(s):