



JOB DESCRIPTION

Title: Gift Shop Manager
Supervisor: Executive Director
Status: Full-time
FLSA Exempt: Yes

SUMMARY:

Working with the Executive Director, the Gift Shop Manager is responsible for managing all aspects of the organization's physical and online gift shop – a \$550k+ business – for the purpose of generating revenue to implement KBSRRC's mission. Responsibilities include ordering product, managing inventory, merchandising, and marketing. The position also manages gift shop volunteers and interns.

RESPONSIBILITIES:

Gift Shop:

- Manage all aspects of KBSTRRC's physical gift shop and online gift shop.
- Seek ways to enhance environmental sustainability and reflect KBSTRRC's mission through Gift Shop products and practices.
- Meet or exceed budgeted revenue targets for the gift shop. Seek ways to expand revenue.
- Stay within or under budgeted expense targets. Seek ways to lower expenses.
- Order products, including apparel, plush, toys, jewelry, gifts, books, cards, home goods, art, and beverages. Emphasize sustainable products, eco-friendly products, locally-made products, and products from KBSTRRC volunteers and supporters.
- Maintain and expand relationships with wholesale vendors, including Diana Fox, Petting Zoo, Faire, Tierney Screen Printing, Topsail Sports & Spirit, etc.
- Coordinate large deliveries of products with vendors and shipping companies.
- Manage inventory efficiently and effectively to maximize revenue.
- Organize inventory under the Intern House, in the T-Shirt Room, and in the Gift Shop Office.
- Receive, document, and price merchandise and donated merchandise. Make and print labels, apply barcodes to items, and input items into the Square for Retail system.
- Utilize the Square for Retail system for in person and online sales as well as inventory management.
- Work with the Deputy Director to ensure adequate small bills and change is on hand if cashiers need to make change for large bills.
- Manage the "giftshop@seaturtlehospital.org" email address. Answer emails, and also respond to inquiries from other feedback areas of the website and social media channels.
- Merchandise product effectively to present an attractive gift shop.
- Coordinate the restocking of the Gift Shop daily during the summer and regularly as needed throughout the year.
- Order shopping bags, office supplies, register tape, and other consumables as needed.
- With the Online Gift Shop – maintain site, fill orders, order mailing supplies, use computer system to print shipping labels and stamps (currently through Stamps.com), and deliver packages to the Post Office.
- Market the gift shops through website, social media, advertising, etc. Coordinate marketing efforts with other staff to ensure consistent messaging.

Volunteer & Intern Coordination:

- Recruit, train, schedule, and manage gift shop volunteers and interns.
- Train volunteers and interns in operating the Square for Retail registers.

- Supervise any gift shop aspects of KBSTRRC Internships and Junior Internships, including any gift shop related projects.

Other:

- Work with the Administrative Assistant and the Education Coordinator to coordinate Gift Shop coverage for Special Tours.
- Work with the Administrative Assistant and the Education Coordinator on Gift Shop items for the semi-annual Education Day.
- Assist with tours, including giving tours, working the cash register, and working in the gift shop.
- Coordinate merchandise sales for and setup of KBSTRRC booth at fairs and festivals, including Autumn with Topsail, Ocean Fest, Surf City Expo, and similar.
- Support the KBSTRRC mission by participating in sponsored programs and events.
- Participate in special projects such as assisting interns with gift shop-related projects.
- Assist the Executive Director, Board, and other staff with special projects such as gift shop upgrades and the education center building project.
- Other duties as required.

REQUIREMENTS:

- Willingness to represent KBSTRRC and contribute towards our mission.
- Minimum 1 year of experience in managing a retail gift shop that generates \$500k+ in gross revenue. Experience managing museum or aquarium (or similar) gift shops and/or shops affiliated with nonprofit organizations a plus.
- Demonstrated ability to efficiently manage store expenses and increase net store revenue.
- Experience with Square for Retail a plus.
- Proficiency in internet and standard office computer software (MS Office, G-Suite).
- Knowledge of internet, website (Weebly), social media (Facebook, Instagram, YouTube, Twitter), Stamps.com a plus.
- Must possess a valid driver's license.
- Must be available and willing to work weekends and occasional holidays.
- Must demonstrate good written and oral communication skills.
- Must demonstrate ability to work well with others, including staff, board, and volunteers.

ADA REQUIREMENTS:

- Standing on a concrete floor for an extended period of time.
- Sitting at a computer for an extended period of time.
- Physical exertion such as bending, crouching, stooping, stretching, reaching, or similar activities.
- Lifting of moderately heavy items such as boxes of merchandise, etc.
- Will be exposed to strong odors including cleaning products, seafood, and animal waste.
- Able to lift a minimum of 25 pounds.

DISCLAIMER: This job description indicates in general the nature and level of work, knowledge, skills, and other essential functions (as covered under the American Disabilities Act) expected. The Gift Shop Manager may be asked to perform other duties as required.