



**MERCHANDISER & BUYER (or Merchandising Buyer)
Fulltime Term Position till March 31, 2023**

JOB DESCRIPTION:

Pay Group 5

1. General

Reporting to the Director of Marketing, Sales & Visitor Experience, this position is responsible for the sourcing of merchandise and the establishment of merchandising and sales strategies to maximize profits and achieve revenue targets for the Museum Shop lines of business including the physical location and website e-commerce. This requires merchandising that is in alignment with the Manitoba Museum's mandate and accurately forecasting trends, planning stock levels and monitoring performance. The incumbent must possess retail skills and experience, including merchandising, marketing, purchasing, inventory control, budgeting, retail business planning and customer service and must be able to work independently with limited direction. Judgement in retail business planning, determination and implementation of retail sales priorities and sales methods is essential.

Criminal record and child abuse registry checks will be required of the successful candidate.

2. Key Accountabilities & Typical Duties

A. Priority 1: Merchandising and Sales

To plan and develop e-commerce and retail strategies that:

- Ensure the right mix of products are available for sale and ethically appropriate for the Museum;
 - Create product displays that stimulate purchase interest in visitors to the Museum Shop; and
 - Support promotions to achieve revenue targets.
- a. Develop a Museum Shop business plan including a merchandising and sales plan to achieve brick-and-mortar and e-commerce revenue goals based on:
- i. Implementation and strategy of new Museum e-commerce platform, assets and strategies
 - ii. Execution of floor plans and implementation of visual merchandise presentation strategies to positively impact store sales.
 - iii. Development of shipping procedures and policies, procedures and processes for e-commerce lines of business.
 - iv. Analyzing and utilizing data provided by the e-commerce and retail management software
 - v. Controlling inventory levels based on forecasts for the year.
 - vi. Monitoring slow-moving inventory and acting to reduce prices or set promotions as necessary
 - vii. Gathering information on customers' reactions to products and market trends to determine future products.
 - viii. Analyzing the previous year's sales and reporting on the current year's sales
- b. Coordinate and implement marketing, display and advertising activities for the Museum Shop by managing the visual merchandising, creating in-store signage and assisting with creative content for marketing collateral.

- c. Maintain the most cost-efficient inventory-to-sales stock ratio and conduct a weekly inventory and control program.
- d. Ensure appropriate seasonal and annual inventory turnover, through effective pricing, promotion, advertising etc.
- e. Maintain an effective merchandising and sales training support for Visitor Services Associates by communicating proper sales techniques, product information and sales/merchandising plans.
- f. Provide feedback to the Supervisor of Visitor Experience and the Director of Marketing, Sales and Visitor Experience on Visitor Services Associates' performance in the Museum Shop.
- g. Coordinate the activities of the Museum Shop with other institutional and departmental activities.
- h. Operate and maintain Museum Shop equipment, systems (POS, website, retail and inventory management systems) and supplies.
- i. Provide relief in the sales function when required.
- j. Respond to customer concerns.
- k. Generate sales reports and other reports requested by the Director of Marketing, Sales and Visitor Experience and other Directors.

B. Priority 2: Buying

To ensure the right products are purchased and delivered at the right time and in the right quantities and to set prices to maximize margins.

- a. Develop a product development strategy and determine price points to achieve profit margins.
- b. Develop a buying strategy and execute a plan to ensure revenue goals are achievable and relevant items are sourced and purchased to enhance the unique sales proposition of the Museum Shop among visitors and corporate purchasers.
 - i. Research the terms and conditions of all purchases by requesting product information, sources of materials and means of production.
 - ii. Negotiates the terms and conditions to achieve fair pricing and optimizes revenue-generating capacity. Forecast buying quantities for merchandise, net revenues and sales, and optimize the sales volume and profitability of the Museum Shop.
 - iii. Review sales and stock levels to avoid shortages, alleviate express shipping of products and ensure appropriate re-order quantities are purchased.
- c. Determine appropriate pricing based on quantities ordered with duty, brokerage and shipping fees as well as other associated costs.
- d. Ensure packing slips are reconciled to products in the box, variance to be immediately addressed and communicated to the Director of Marketing, Sales and Visitor Experience.
- e. Ensure quarterly and annual physical inventory counts and reconciliation.
- f. Ensure accounts payable are up to date and accurate. Build relationships with suppliers, vendors, artists, artisans and distributors to source products at competitive prices and provide timely ordering/receiving.
- g. Oversee delivery and storage of products.

C. Other duties as reasonably assigned

MINIMUM REQUIRED QUALIFICATIONS:

1. Skills, Abilities and Knowledge
 - a. Ability to develop a retail store business plan and strategy.
 - b. Ability to implement successful retail sales plans and activities to maximize net revenues, including analytical skills to interpret retail software sales, inventory data and appropriate inventory levels, customer behaviour, and market trends to generate forecasts.
 - c. Ability to keep track of multiple deadlines and details simultaneously, monitoring purchase orders and inventory conditions for multiple items efficiently and without error.
 - d. Ability to coordinate with suppliers and work well with others, even in difficult, high-pressure situations that require prompt action.
 - e. Excellent written and verbal communication skills.
 - f. Knowledge of basic accounting principles and procedures.
 - g. Knowledge of the operations of a retail shop (i.e. inventory tracking, marketing/advertising, purchasing, display, record keeping and analysis).
 - h. Intermediate proficiency in MS Office Suite, especially MS Excel.

2. Education, Training and Experience
 - a. College diploma in a related field (e.g. Business Administration/Marketing/Retail Management), and
 - b. At least three years of related retail experience, or
 - c. An equivalent combination of education and experience.

This is a full-time term position starting from July 2022 to March 31, 2023. The salary starts from \$41,459.88 to 52,459.98 p.a. Please submit your application by July 5, 2022 to:

Manager of Volunteer & Employee Relations

The Manitoba Museum

190 Rupert Avenue

Winnipeg, MB R2B 0N2

Email: hr@manitobamuseum.ca

Fax: (204) 942-3679

The Manitoba Museum is committed to inclusion and employment equity and welcomes diversity in the workplace. This document is available in other formats and accommodations will be provided throughout the selection process upon request. Contact Human Resources at 204-956-2830 if you have an accommodation request.

We thank all applicants for their interest; however, only those being considered for interviews will be contacted. We are not able to acknowledge receipt of applications submitted via Fax or mail.