



## **Door County Maritime Museum**

Position: Retail Sales Manager (FT- Non-exempt, Hourly / 30-32 hours)

Reports to: Executive Director

### **SUMMARY**

The Retail Sales Manager is responsible for management of the museum's retail operations at Sturgeon Bay, Cana Island, and Gills Rock, as well as an online store.

This includes, but is not limited to, strategic planning with inventory orders, purchasing, and merchandising. Also, the Retail Sales Manager will work as part of a team that includes the Retail Assistant Manager, the museum's Financial Systems Manager, Visitor Services Manager, and the Cana Island and Death's Door Site Managers. It's this group that needs to execute various aspects of the Museum's retail operations, including merchandising, inventory, and sales staff training.

This position is responsible for the development of the correct product mix at each museum location; the maintenance and monitoring of budgets and inventories; training of staff; and the overall operation of the stores. The Retail Sales Manager is responsible for maintaining the correct mix of mission-specific inventory items, as well as other items that enhance sales and the museum store shopping experience.

This position must have a strong understanding of how 'profitability' in the museum store directly funds the museum's operations and mission. This person is responsible for creating an environment that activates the customer's desire to buy and increases customer loyalty to the DCMM brand.

### **RESPONSIBILITIES AND DUTIES**

- Provide excellent customer service, promote the museum's mission and vision in all activities;
- Follow professional museum standards, conservation principals, museum policies and procedures;
- Work collaboratively with museum management team;
- Oversee budgeting for and purchasing for museum store operations;
- Maintain museum's brand identity in all areas of retail (inventory, marketing, merchandizing, etc.);
- Participate in effective vendor negotiations to increase store profitability, negotiate credit terms that benefit the organization;
- Develop custom merchandise and branding opportunities;
- Stay aware of new trends, merchandise items, and vendors as they relate to museum retail strategies;
- Maintain and analyze all financial records relevant to the stores operations;
- Oversee annual physical inventory and manage the physical inventory process;
- Act as system co-administrator for museum's point of sale software systems, resolving minor issues sometimes in coordination with software support and technical support consultants for larger issues/implementations;

- Produce profit/loss projections when requested by the Executive Director;
- In coordination with the museum's Financial Systems Manager, this position will oversee proper procedures for daily sales activities including cash management, end-of-day reports and cash reconciliation;
- Work effectively with the museum's management team to coordinate events, exhibit openings, book signings, etc.;
- Communicate and confirm sales analysis for retail sales and admissions income with Financial Systems Manager;
- Strong awareness of museum's emergency procedures, and willingness to participate in emergency procedures when needed;
- Perform other duties as assigned by the Executive Director.

#### SKILLS AND ABILITIES

- Knowledge of retail operations, retail store management and visual merchandising;
- Excellent public relations and customer service skills, including customer service concepts and techniques;
- Demonstrates resourcefulness, good judgment, excellent oral and written communications skills and excellent organizational skills; ability to manage multiple projects at once;
- Excellent computer skills and database management;
- Proficient with Microsoft Office, including Word, Excel and PowerPoint;
- Ability to communicate effectively and provide feedback with strong verbal and written communication skills;
- Highly motivated and detail oriented
- Ability to work a flexible schedule that may include museum events occurring on evenings, weekends, and holidays.

#### EDUCATION / EXPERIENCE / CERTIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor's, or Associates degree from an accredited institution in related field, and/or significant related work experience;
- Two to three years of retail management experience;
- Have or willing to attend Door County Certified Tourism Ambassador Program;
- Professional retail and/or customer service work experience equivalent to above.

#### WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the noise level in the work environment is usually quiet. There will be times when this position is expected to travel or work off-site and as such may be subject to various climates including winter exposure.

#### PHYSICAL DEMANDS

The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools or controls; and talk or hear. The employee is occasionally required to walk, sit, and climb stairs/ladders.

The employee must occasionally lift and/or move up to 40 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

#### *Mission Statement*

*Door County Maritime Museum & Lighthouse Preservation Society, Inc. preserves Great Lakes maritime history, primarily focusing on Door County, Wisconsin, and provides interpretive and educational opportunities for current and future generations.*

#### *Vision Statement*

*It is the vision of the Door County Maritime Museum to provide and perpetuate the best maritime museum experiences on the Great Lakes.*

#### *DCMM Team Values*

The strength and flexibility of our team allows us to meet new challenges with success.

We keep an open mind, recognize, and maximize our individual strengths. We over-communicate, and utilize the unique skills each of us contributes to our team's strength.

We keep it positive, and we respect each other.