

POSITION DESCRIPTION

Easter Seals TriState

CLASSIFICATION TITLE:	Retail and Marketing Manager
------------------------------	------------------------------

EMPLOYMENT STATUS	Full-time	REPORTS TO	VP, Development and Marketing
FLSA STATUS	Exempt	WORK-SITE	InsideOut Studio
EXEMPTION TYPE	N/A		

DISTINGUISHING JOB CHARACTERISTICS

Drives sales revenue by identifying and developing new customer relationships, stewarding and growing existing customer relationships, growing market awareness and developing fundraising opportunities and donor relationships. Leads day-to-day operations of studio.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to satisfactorily perform each essential duty listed below. Reasonable accommodations will be made for disabled persons, covered by the Americans with Disabilities Act, in accordance with its requirements.

Sales and Philanthropy Revenue Functions: 35%

- Supports financial objectives by assisting with creating and meeting annual sales.
- Seeks partnerships with businesses, galleries, art fairs, organizations, etc. to grow revenue
- Identifies new business opportunities by researching new markets, attending trade shows and conferences, cold-calling, telephone screens/inquiries, following up on referrals and providing personal customer service.
- Identifies new opportunities for growth with existing customer base (i.e. services or products) and maintains current customer base by providing high quality customer service.
- Identifies, leads, and lands philanthropic opportunities including events, cultivation of donors, and donor appeals.

Marketing Functions: 30%

- Supports financial objectives by assisting with creating and meeting annual marketing goals.
- Maintains social media and communication channels.
- Identifies and leads public speaking opportunities.
- Manages copy development, graphic design, photography, and video development.

Operation Functions: 25%

- Responsible for day-to-day operation of retail store including customer service, maintaining retail displays and arrangement of store.
- Sets schedule for retail store, trains and manages new retail staff and volunteers.
- Coordinates with Hamilton County/Butler County DDS office as needed.
- Maintains inventory, budgeting and accounting of retail sales.
- Order supplies and materials.
- Processes customer billing and provides documentation to accounts receivables

General Functions: 10%

- Works daily with artists to establish goals, assist with activities, plan outings, etc.
- Maintains professional and technical knowledge by attending seminars, reviewing publications, participating in professional organizations and communicating closely with Easterseals staff.
- Attends meetings as required.
- Keeps accurate records by completing and maintaining required documentation and reports.
- Maintains confidentiality of sensitive subject matter.
- Works assigned schedule, exhibits regular and predictable attendance and works outside of normal schedule as needed to meet workload demands. Performs other related duties as assigned.
- Other duties as assigned.

EQUIPMENT OPERATED

Motor vehicle; computer; telephone, fax machine, copier and other general office equipment.

CONTACTS WITH OTHERS

General public; agency representatives.

CONFIDENTIAL DATA

Financial data.

WORKING CONDITIONS

Normal office working conditions. Employee is regularly exposed to road hazards.

USUAL PHYSICAL DEMANDS

The following physical demands are typically exhibited by position incumbents performing this job's essential duties and responsibilities. These physical demands are not, and should not be construed to be job qualification standards, but are illustrated to help the employer, employee and/or applicant identify tasks where reasonable accommodations may need to be made when an otherwise qualified person is unable to perform the job's essential duties because of an ADA disability.

While performing duties of this job, the employee regularly exhibits digital dexterity when entering data into computer or operating machinery. The employee regularly stands and walks for extended periods of time. Employee regularly uses hands and arms to reach and operate job tools and equipment. Employee converses verbally with others in person and by telephone. Vision demands include close, relatively detailed vision when focusing on a computer screen, distance and peripheral when driving. Employee occasionally lifts varying weights up to 25 pounds when moving files, boxes, equipment or supplies. Employee participates and stays current in client de-escalation training.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of: customer service principles; production/shipping/receiving; marketing/sales principles; computer software, applications and programs.

Ability to: exhibit flexibility in work schedule and job tasks; develop and maintain effective working relationships with associates, supervisors, and customers; maintain and promote good public relations; maintain confidentiality of sensitive subject matter; to handle multiple tasks and prioritize work.

Skill in: verbal and written communication skills; operating general office equipment; operating job related equipment; application of job software programs; organizational skills; planning scheduling

and organizing work; maintaining good public relations; problem solving; attention to detail; providing customer service; sales.

QUALIFICATIONS

Preferred qualification is a Bachelor’s Degree in Business, Marketing or related field, with 3 to 5 years of sales experience with direct customer contact. Experience working with persons with disabilities is highly preferred.

Ability to meet background check requirements and supply required documentation as outlined by EASTER SEALS TRISTATE policies.

LICENSURE OR CERTIFICATION REQUIREMENTS

State Motor Vehicle Operator’s License

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee filling this position, who will be required to follow instructions and perform any duties required by the employee's supervisor or designee.

EMPLOYEE UNDERSTANDING

Employee

____/____/_____
Date