

February 2010

JOB DESCRIPTION

TITLE: Information Center & Bookstore Manager
SALARY RANGE: Nonprofit range, depends on experience
STATUS: Full-time, exempt
DURATION: Regular
LOCATION: Lee Vining, California
SUPERVISED BY: Communications Director

The Information Center & Bookstore Manager is primarily responsible for the management of the Mono Lake Committee's Information Center/Gift Shop, Mail Order, Web Store, and Wholesale programs. The Information Center & Bookstore Manager is also responsible for store merchandise and appearance, short term and long term product development, merchandising, the point of sale system, operations planning, and assuring that the store furthers the goals of the Mono Lake Committee.

The Mono Lake Committee sales program and store exist to help fulfill the Committee's mission. Every item we sell, every person we come in contact with, represents an opportunity to broaden the base of support we enjoy in our efforts to protect and restore Mono Lake. The face we put on for the public is as important as the merchandise we sell. Our number one product is the help we offer and the information we provide to our customers and business partners. It is from this philosophy that we manage our Information Center sales program.

This position works cooperatively with the Book & Map Buyer and Committee Directors to plan and implement our sales program. The Information Center & Bookstore Manager will work primarily in the Information Center staffing the front desk and using point of sale to order merchandise and control inventory.

PRIMARY RESPONSIBILITIES INCLUDE:

- Implement retail and wholesale sales strategies. This includes purchasing (with the exception of books and maps), receiving, merchandising, stocking, display, customer service, sales training/technique, invoicing and inventory control functions.
- Promote and monitor quality customer service among staff through training and by acting as a positive role model.
- Work with the Book & Map Buyer and other staff to develop new products and lines consistent with the Committee's mission, public education, and fundraising efforts. This includes creation of new product designs for t-shirts, mugs, etc., as well as attending gift shows and doing online research to discover new products.
- Create and maintain store merchandise displays that are consistent, informative and inviting; oversee the overall appearance and organization of the store and merchandise backstock areas.
- Train and supervise Information Center & Bookstore Assistants and other staff involved in sales-related activities. Maintain and update written instructions for common store procedures.
- Regularly work counter shifts as sales/information person in the Information Center & Bookstore.

- Be an informed resource for information related to area recreation (hiking, fishing, biking, hunting, boating, photography, etc), lodging, travel and political events. Keep abreast of all Mono Lake issues.
- Develop the annual gift catalog and quarterly newsletter promotions (in coordination with the Book & Map Buyer on book and map items), including selecting products, scheduling product photos, and working with the Communications Coordinator in design and layout.
- Work with Communications Director to select artists/photographers for the Mono Lake Gallery. Maintain accurate inventory of consignment art.
- Accurately process mail orders.
- Maintain the online store: keep it up-to-date with products carried in the store, process and fulfill customer orders, and work with the Bookkeeper to reconcile online sales with the main inventory database.
- Prepare and present quarterly summaries, and with Book & Map Buyer and Committee Directors, evaluate annual sales figures, projections, plans and budget.
- Under supervision of the Office & Communications Directors, ensure that goals will be met through appropriate planning and organizing of staff, inventory, and expenses for short and long term success. Make staff aware of goals and inspire employees so that each person contributes to the productivity of the sales program.
- Control merchandise inventory through active management of purchasing and knowledge of product sales. Keep abreast of sales trends, delivery methods, new products, etc., as appropriate.
- With Committee Directors, market the Information Center & Bookstore throughout the community, the state, and beyond.
- Organize the year-end inventory and process the information with the Bookkeeper.
- Oversee point of sale system operation, use, maintenance and training.
- Assist with special sales events held at the Information Center and in the field.
- Complete month-end paperwork
- Develop the wholesale program in the areas of sales, distribution, and marketing.
- Stay on top of routine & non-routine store scheduling and communication of schedule with Office Director.
- Work with Office Director to hire seasonal sales staff.
- Record and distribute local road and weather conditions.
- Assist with other tasks as requested by the Office or Communications Director.

REQUIREMENTS:

- Retail sales and management experience.
- Interest and enthusiasm for the Mono Lake Committee mission.
- Customer service oriented and able to work well with public.
- Well-organized, detail oriented, and able to work well with numbers.
- Proficient in accurate cash handling and security of deposits.
- Strong written and verbal communication skills.
- Computer literate with Windows, Excel, Word, and Adobe CS; prepared to learn point of sale system and store webpage maintenance programs thoroughly.
- Ability to work evenings, weekends, and holidays.
- Ability to work counter shifts, including standing up to 8 hours per day.
- Ability to lift and transport merchandise up to 40 pounds.

- Ability to perform basic cleaning duties including dusting, vacuuming & mopping.
- Outdoor enthusiast, willing to investigate the local area to give firsthand knowledge to customers.
- Limited travel for sales development.

BENEFITS:

- Salary, non-profit range, commensurate with experience
- Medical and dental insurance
- SIMPLE IRA retirement plan eligibility after six months
- Sick time, holiday time
- Vacation time beginning at two weeks
- Working at Mono Lake!

BENEFITS:

To apply, send a cover letter, resume and references to Erika Obedzinski, Mono Lake Committee, PO Box 29, Lee Vining, CA 93541, Erika at monolake dot org, fax 760-647-6377. For more information, call 760-647-6595 x20.