

Merchandising Supervisor

DEFINITION

This is specialized supervisory work in planning, implementing and managing the merchandising program of recreation facilities within the City.

Work of this class involves responsibility for the operation of various gift shops and the ticket booths in City recreation facilities including the supervision of gift shop and ticket booth attendants, some of which are highly specialized in nature. For example: historically authentic or theme-based gift shops.

Employees in this class administer all aspects of the Community Services merchandising program, including negotiation with suppliers, product purchasing, pricing, merchandise display, and the design of new products to be sold in the gift shops and at retail outlets outside City recreation facilities. Financial responsibility is exercised through the management of daily ticket booth and gift shop deposits, cashier floats, concession resale inventory and the annual gift shop budget.

Work is performed with extensive independence as a supervisor provides guidance and makes decisions pertaining to policy development while the incumbent makes decisions related to cash handling, product purchasing, employee supervision and other day-to-day aspects of gift shop operation.

TYPICAL DUTIES*

Plans and manages the operation of various thematic gift shops and the front end ticket booths in City recreation facilities such as Fort Edmonton Park, John Janzen Nature Centre, Muttart Conservatory, leisure centres and the Valley Zoo.

Plans, assigns, trains, supervises and evaluates the work of gift shop and ticket booth staff.

Formulates and implements an annual merchandising plan for City recreation facilities.

Attends gift shows to select and price authentic and specialized products for resale at City recreation facilities; creates authentic and thematic merchandising displays.

Implements a public interpretation program, which is consistent with the specialized and historical nature of each retail outlet, ensuring that staff is conversant with the history of relevant products.

Initiates the development of new products to be sold within City recreation facilities and by various retail outlets outside the City. Researches and designs these products, negotiates with suppliers and approaches external retail outlets for the distribution of new merchandise.

Reviews and co-ordinates cash handling procedures, making recommendations for change as required.

Prepares and presents plans for the creation of new retail outlets within City recreation facilities.

Performs related duties as required.

Merchandising Supervisor**KNOWLEDGE, ABILITIES AND SKILLS**

Considerable knowledge of retail merchandising processes and techniques, including purchasing, inventory management, pricing and product display.

Considerable knowledge of cash handling procedures and budget control.

Considerable knowledge of word processing, spreadsheet and database computer software as well as point-of-sale and cash and inventory systems.

Ability to formulate and implement annual merchandising plans.

Ability to research and design viable merchandising products.

Ability to maintain good working relations with city personnel, suppliers, retail outlets and others as necessitated by work assignments.

Ability to express ideas effectively, orally and in writing.

Ability to plan, assign, supervise and evaluate the work of subordinates.

TRAINING AND EXPERIENCE REQUIREMENTS**Job Level**

Completion of a two year diploma in Marketing, Business Administration, or in a related field and a minimum of two years retail merchandising experience, including purchasing, product display and staff supervision. Possession of a Class 5 Alberta Motor Vehicle Operator's License.

** This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0782		0783	
Last Updated:	2002-01			
Previous Updates:				
Originated:	1990-10			