

Mullaloo Surf Life Saving Club

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Family, safety, respect, excellence, integrity and unity.

RETAIL MANAGER (Volunteer Role)

POSITION DESCRIPTION

Purpose:

Working closely with the GM Marketing the Retail Manager is responsible for the affordable and profitable operations of the Club Retail Outlet.

The retail objectives will ensure building positive support from Club members and the wider community as well as influencing positive opinion and purchasing behavior from current and potential stakeholders.

Role and Authority:

- The position lies within the Marketing portfolio
 - Reporting to the GM Marketing
 - Direct Report - Retail Assistant Coordinator
 - Liaising with the GM Marketing, Marketing Coordinator and all other General Managers and Managers
- Liaising with the GM Marketing to identify opportunities to deliver revenue streams for MSLSC
- Managing the profitable operations of the MSLSC Retail Outlet including stock control and volunteer staff
- Design management of Club swimwear and apparel including ensuring compliance to the Club's Branding guidelines.
- Ensure efficient and effective communication to the GM Marketing, Communications Manager and other key stakeholders to provide continuous engagement.
- The position has the authority to initiate in principal supply agreements for merchandise for retail sales in collaboration with the GM Marketing.
- The position has the authority for the use of the Club's brand in conjunction with swimwear and apparel on behalf of all areas of the club in collaboration with the GM Marketing.

Responsibilities:

- Primary responsibility for the Club's retail outlet including:



- Developing and facilitating a committee for review of proposed merchandise design.
 - Ensuring the retail outlet maintains a profitable position whilst providing affordability for Club members.
 - Ensuring compliance with Supply Agreements
 - Liaising with the Retail Assistant Coordinator and supporting volunteer staff on roster availability.
 - Procurement of merchandise, stock management and stock control in liaison with the Retail Assistant Coordinator and GM Marketing
 - Administration of stock management
- Ensure compliance to the Club brand and guidelines on all merchandise
 - Liaising with the GM Marketing and Marketing Administrator on branding compliance.
 - Regular attendance at monthly Managers' meetings
 - Timely monthly reporting

Knowledge and Skills Required:

- Solid understanding of all club activities
- Financial Member of Mullaloo SLSC
- Current and clear holder of Police Blue Card
- Sales Management experience (+5yrs) preferred

Period of Appointment & Time Commitment:

- The position has a tenure period of one year. After this time the incumbent is able to re-apply for the role.
- An estimated 3-8 hours per week to fulfill the role.

Review Date:	Next Review Date:
Reviewed By:	Approved By: