

Merchandise Manager Job Description for Patriot Basketball Club (PBC)

Description: The Merchandise Manager at PBC oversees all merchandise operations, including product design, sourcing, inventory, and sales, ensuring alignment with PBC's brand and fundraising goals.

Time Commitment:

- **Weekly:** 2-4 hours, with increased hours during peak seasons and special events.
- **Seasonal:** Additional hours may be needed for new merchandise launches.

Skills Required:

- **Product Design & Branding:** Create merchandise that reflects PBC's brand.
- **Inventory Management:** Manage stock levels and records effectively.
- **Sales & Marketing:** Develop strategies and manage online sales platforms.
- **Customer Service:** Provide excellent support and handle inquiries.
- **Vendor Management:** Source products and negotiate with suppliers.
- **Project Management:** Coordinate tasks and meet deadlines.
- **Financial Acumen:** Understand budgeting and revenue tracking.

Key Responsibilities:

- **Product Development:** Design and source PBC-branded merchandise.
 - Design and select merchandise that embodies the Patriot Basketball Club brand, including apparel, accessories, and promotional items for players, families, and supporters.
 - Work with suppliers and vendors to source high-quality, cost-effective products that reflect PBC's values and commitment to excellence.
- **Inventory Management:** Track stock and ensure timely distribution.
 - Maintain accurate inventory records and manage stock levels to meet demand without overstocking, ensuring that PBC's merchandise is always available.
 - Coordinate the storage and distribution of PBC merchandise to supporters, ensuring timely delivery and availability.

- **Sales & Marketing:** Promote merchandise through various channels and manage online sales.
 - Develop and implement sales strategies to promote PBC merchandise through various channels, including online stores, events, and physical locations at games and tournaments.
 - Manage online sales platforms, ensuring a user-friendly customer experience for PBC supporters. Make sure the needs of families are being offered and met.
- **Vendor Management:** Product sourcing and negotiation with suppliers.
 - Identify and select reliable suppliers to provide high-quality merchandise that meets PBC's standards and aligns with its brand.
 - Negotiate pricing, terms, and delivery schedules with suppliers to ensure cost-effectiveness and timely availability of products.
- **Revenue Generation:** Set targets, integrate merchandise into fundraising efforts, and track performance.
 - Set sales targets and pricing strategies to maximize revenue from PBC merchandise sales.
 - Identify opportunities to integrate merchandise into PBC fundraising campaigns and events, enhancing the club's revenue streams.
 - Track sales performance and report on revenue generated from merchandise, contributing to PBC's overall financial health.
- **Customer Service:** Ensure a positive buying experience and handle feedback.
 - Provide excellent customer service to PBC supporters purchasing merchandise, ensuring a positive experience that reflects the club's values.
 - Handle inquiries, orders, and returns efficiently and professionally, maintaining high standards of service.

Importance in Patriot Basketball Club: The Merchandise Manager boosts PBC's visibility and brand through effective merchandise management, supports financial health, and fosters community pride.