## PEA Job Description

### 1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>993370</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Merchandise Associate Manager</td>
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<tr>
<td>Department</td>
<td>Bookstore</td>
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<tr>
<td>Reports to</td>
<td>Bookstore Manager</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 8, Indirect 15</td>
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<tr>
<td>Classification Level</td>
<td>SG11</td>
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<tr>
<td>Last Updated</td>
<td>April 2018</td>
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### 2. Position Summary

The UVic Bookstore provides a one stop shop for course materials, school supplies, computers, clothing and gifts. The Bookstore offers services to faculty, students, staff, members of the local community and is part of a greater community of campus service providers.

The Merchandise Associate Manager is responsible for the management and administration of the General Merchandise Department of the Bookstore and Finnerty Express, including the acquisition and control, retailing and visual merchandising of clothing, crested goods, giftware and custom imprints inventory to ensure that strategic and financial goals are met.

The Associate manager also is responsible for implementing, administering and overseeing the Trademark Licensing Program for the University.

This position will react to changing trends in the clothing and general merchandise by creating, directing and evaluating efficient systems to ensure a cost-recovery operation. This position will also create and maintain effective relationships with traditional and non-traditional suppliers of goods and materials and be the sole buyer of all clothing and giftware sold by the Bookstore.

This position may be expected to work the occasional Saturday, early starting hours and additional hours to meet the operational demands of the store.

### 3. Key Responsibilities and Expectations

<table>
<thead>
<tr>
<th>Key Responsibilities, % of time</th>
<th>Expectations:</th>
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<tbody>
<tr>
<td>Coordinate Departments 30%</td>
<td>• Supervises purchases of clothing, crested goods and giftware, stationery, custom imprints, Finnerty Express and Trademark Licensing items, and magazines, of approximately $3 million, and is directly responsible for making 50% of those purchases.</td>
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<td>• Coordinates the daily activities of the Merchandise department and Finnerty’s, which includes working with staff to meet changing needs and stimulate sales, creating and evaluating new operational processes, and overseeing visual merchandising.</td>
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<td>• Communicates Bookstore policy and procedures to staff.</td>
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| Purchasing 25% | • Selects and purchases all the clothing and gifts for the Bookstore  
• Designs and develops logos, chooses designs used on all clothing and assists with custom gift items  
• Establishes ordering criteria based on an analysis of past sales history, current markets & trends, competition and inventory budgets  
• Sources suppliers, compares prices and terms  
• Monitors and controls stock level, sales, returns and markdowns of all general merchandise  
• Monitors inventory levels closely  
• Ensures that all vendors adhere to ethical business practices and conform to a code of conduct within the textile industry (non-sweat shop produced goods, required minimum age of employees & good environmental controls) |
| --- | --- |
| Supervision and Training 20% | • Works with staff to create and implement goals for the department  
• Ensures consistent development, implementation, delivery and evaluation of customer-service goals and standards  
• Assists Bookstore Manager to staff resources to various revenue streams to spread workload and create efficiencies  
• Establishes and controls work schedules to maintain departmental function  
• Responsible for the formal supervision of subordinate staff; which includes training, coaching, and performance management activities |
| Oversee the University Trademark Licensing Program 15% | • Ensures all manufacturers and vendors of UVIC merchandise are licensed by the University  
• Licenses companies, issues contracts and has contracts signed by University signatures  
• Educates vendors regarding licencing rules and regulations  
• Ensures collection of licensing fees from licensees  
• Gives approval to individuals or groups wanting to use the University marks  
• Approves all artwork using University marks on product for resale  
• Ensures marks are protected and pursues any violations to copyright  
• In case of non-compliance, meets with the Bookstore Manager and University lawyer to pursue any violators of trademark law |
| Marketing and Promotion 10% | • Assists in developing internal and external communication strategies to articulate Bookstore strategies and policies  
• Assists the Marketing Coordinator with ideas and product for sales and promotions  
• Participates in the development of Bookstore Marketing Plan  
• Finds and maintains information sources to ensure procedures remain current and relevant; directs staff in specialized areas to maintain this same standard of interaction |

**4. Classification Factors:**


**Problem-Solving:**
Requires in-depth analysis of complex and variable problems as well as critical thinking and judgment to identify solutions that are often difficult to find. Solutions require the interpretation, evaluation and adaptation of procedures, policies and precedents. Investigation and innovative thinking are required to develop new methods and procedures. The Merchandise Assoc. Manager is required to keep current with new and emerging products and trends so that the department’s operation can continue to meet the needs of students and all customers.

**Responsibility for Financial & Material resources:**
The Merchandise Associate Manager has shared authority and responsibility for approximately $3M of retail inventory with the Bookstore Manager. Decisions made regarding merchandise selection, inventory, and margins affect the financial viability of the Campus Store. The Merchandise Associate Manager must set appropriate purchasing guidelines for themselves and in discussion with the Bookstore Manager and the Finance Manager to ensure that the store has the correct mix of fashion & collegiate clothing, general merchandise including gifts and a large range of other sundry items. Failure to set appropriate purchasing guidelines could cause significant loss of sales for the store. Decisions made regarding staffing and the monitoring of work performance can affect the morale and productivity of the department. The Merchandise Assoc. Manager is required to vet trademark license agreements and advise on contracts. Decisions are reviewed by the Bookstore Manager to determine if they meet the Bookstore’s budget, business plan and long term strategic goals for growing the business. This position will have signing authority for PCard and for minor purchases for the Departments.

**Responsibility for Human Resources:**
Given: The incumbent provides direct, formal supervision of approximately 8 CUPE Merchandise staff and Merchandise Casual staff, Regalia staff and the Finnerty Supervisor, selecting and evaluating term and regular CUPE staff and determining training and staff development needs. The incumbent also trains and monitors staff in other departments when their work relates to activities in the Merchandise Area & Finnerty Express.

Received: The Merchandise Associate Manager meets with the Bookstore Manager on an as-needed basis to discuss issues related to the department. The Bookstore Manager has the final say on policy issues and advises on human resource issues. Any major changes regarding the direction of the department or new programs are discussed with both the Bookstore Manager and the Director of Campus Services.

**Impact of Decisions and Actions:**
Collaborative involvement in decision-making has a major impact on the determination of the objectives and evaluation of projects, programs and services. The Trademark Licensing Program supports the university’s visual identity and ensures brand continuity for retail and promotional products in a consistent, cohesive and effective manner. Responsibility for this program ensures that the reproduction of marks is fair and proper, items bearing the marks are of good quality and made in a manner consistent with the values of the University.

**Independence:**
Work is performed in accordance with practices, procedures and policies, considerable latitude in selecting work methods. Objectives are set by the person performing the job in conjunction with management and based on needs of service users. Work reviewed for effectiveness on completion of projects. Informed guidance is available.

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**5. Summary of qualifications:**
A minimum of an undergraduate degree and five years’ of experience in retail purchasing is required. In addition, this position also requires 3 years’ experience providing formal supervision and experience using a variety of related technology and software.
An equivalent combination of education, training and/or experience may be considered.

Further to the education and experience, this position requires the following skills, knowledge and abilities:

Professional:
- Understanding of the higher education retail business, which is a unique retail marketplace
- Creativity in buying and managing inventory for this specific marketplace is required.
- Broad knowledge of the vendors and the ability to find new ones and maintain good working relationships
- Ability to build and maintain productive working relationships with all stakeholders
- Knowledge of the broad range of issues (duty, customs, brokerage, shipping, international exchange rates, sweatshop issues, environmental concerns) involved in cross-border & international trade is important
- Excellent interpersonal communication skills are essential
- Ability to work independently and collaboratively in a team environment
- Proven track record achieving project goals on time and produce deliverables of a high quality
- Ability to work effectively with a diverse population and with all levels of university personnel
- Demonstrated leadership, supervisory skills and the ability to inspire a team.

Administrative:
- Strong skills in retail inventory controls
- Understanding of tax regulations, margin, turns and the various statistical equations required to create pricing models is essential
- Ability to oversee end-of-day sales paperwork
- Demonstrated administrative and organizational skills.

Technical:
- Understanding in a large number of computer programs is required, including but not limited to: MBS Inventory Management System, Banner, ViewCat, FAST, Adobe and all common office programs.
- Sufficient facility to be able to instruct software designers in the development of new programs, content management systems and websites to meet changing needs.

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<th>Employee's Signature:</th>
<th>Date:</th>
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<thead>
<tr>
<th>Manager's/Supervisor's Signature</th>
<th>Date:</th>
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