

LAKE WINNIPESAUKEE GOLF CLUB

GOLF MERCHANDISE MANAGER JOB DESCRIPTION

Position Concept: The Golf Merchandise Manager is responsible for the success and viability of the golf merchandise concession. Plans, purchases, coordinates and merchandises inventory of golf products offered for sale. Tracks, documents, manages and promotes golf product sales and implements inventory control. Maximize sales and profitability through the development and implementation of strategies, analysis and appropriate reaction to sales trends.

Supervised By: Kevin Roberts – Director of Golf

Specific Responsibilities - include but are not limited to:

- Oversees golf merchandising concession to achieve its established mission within the golf operation.
- Oversees development of buying plans and all golf merchandise related purchasing.
- Presents a diverse and desirable array of golf equipment, apparel, and accessories in line with customer demands.
- Maintains levels of product appropriate for the season and level of traffic through Golf Shop.
- Maintains appropriate mix and levels of regular stock and seasonal products, within budgetary guidelines, while maintaining cost of goods sold percentage.
- Develops and executes general and seasonal merchandise plans, visual presentation guidelines and pricing strategies.
- Maintains an attractive and orderly appearance in and around the Golf Shop.
- Maintains product documentation from purchase to sale; including purchase orders, receiving records, invoice validation/payment, inventory records and special-order records to document merchandise history.
- Monitors safeguarding of inventory and assets to reduce loss from theft, pilferage, defective/damaged goods returns and markdowns.
- Ensures customer database includes and tracks important dates, spending, sizes, preferences.
- Establishes sales and inventory recordkeeping policies and procedures, provides training and ensures compliance by staff.
- Trains, motivates and develops Golf Shop sales staff to ensure effective sales and service performance and techniques and product knowledge.
- Develops strategies to ensure customer satisfaction and maximize business performance and profitability.
- Manages vendor performance to maximize profitability and achieve financial objectives.

- Maintains collaborative partnerships and negotiate effectively with vendors.
- Establishes pricing structures for all inventory and special-order items in consideration of competitive prices and generally accepted profit margins. Keeps abreast of industry and competition pricing structures to set prices for maximizing sales potential.
- Analyzes sales and studies trends to determine additional needed sales promotions, markdowns and clearance sales.
- Works with other department heads on approved staff uniforms; including pricing, buying and distribution to employees.
- Establishes and/or ensures employee purchase policies are adhered to including accurate accounting of employee purchases.

Knowledge, Skills and Traits

- Fundamental knowledge of the game of golf and golf merchandising concession operations.
- Act as a role model for all employees by demonstrating the behavior and work ethic expected of all employees.
- Strong organizational, planning and prioritization skills.
- Self-motivated with desire to promote and market.
- Service and customer focused attitude.
- Experienced in written and oral business communications.
- Remain up to date on customer relations management and player development initiatives.
- Maintain and promote a positive professional image within the community.
- Remain current on merchandising innovations and marketing and business trends.
- Experienced computer user including; Microsoft Word and Excel. Proficient in other applications, i.e. Email, Internet, tournament and database.