

Seward County Community College
Structured Compensation - Job Description
Bookstore Marketing/Merchandising Associate

Data Year: 2019

Prepared On: 06/20/2019

Department:	Bookstore	Grade:	8
Reports To:	Director of Bookstore	Classification:	Non-Exempt
Supervises Direct:	0	Supervises Indirect:	0
Approved By:	JL Lyddon, D Sanders	Effective Date:	07/01/2019
		Revised Date:	06/06/2019

Role:

This is an hourly position and is under direct supervision of the bookstore director. This position will provide excellent customer service, and; assist the director with coordinating activities for merchandising, visual displays, advertising, web site, social media, and special events. Assists the director with ordering insignia inventory. Also assists in adding apparel & insignia inventory into the POS system. Stocks and re-stocks apparel & logo items in preparation for resale.

Essential Functions & Responsibilities:

- | | | |
|---|-----|---|
| E | 40% | Responsible for store signage, creating props for displays, creating ads for media, social media, and monthly flyer/newsletter. Take photos of new items and place on web site. |
| E | 30% | Provide excellent customer service to all customers, including cashier duties and retail floor support, ensuring register is balanced at end-of-day. |
| E | 10% | Responsible for frequent changes of displays, including store windows, certain campus windows and the store floor displays. |
| E | 10% | Aid the director in purchasing insignia for bookstore. Responsible for entering store inventory for insignia. Maintain and organize insignia stockroom shelves. |
| E | 5% | Be present at peak periods, including rush, textbook rental returns and buyback, and end-of-year inventory counts. |
| N | 5% | Perform other duties as assigned. |

Performance Measurements:

1. Greet and assist customers upon entry to the bookstore, including students, staff, faculty, and outside customers.
2. Design and create signage for the store for monthly sales events.
3. Keep store apparel and insignia stocked, and filled daily. Maintain stock room monthly.
4. Design ads for media outlets, and social media sites bi-weekly or more often if necessary.
5. Frequently change and/or update window and floor displays; at least monthly, preferably bi-weekly.
6. Be present at peak periods of operations, including, but not limited to: rush, textbook rental returns/buyback, and annual end-of-year inventory.
7. Assist director in purchase of insignia for store.
8. Add new apparel items into inventory, ensuring accuracy for colors, sizes, and quantity.

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9. Take pictures of new inventory and add to web site monthly.
10. Complete assigned responsibilities with a high degree of accuracy.
11. Maintain a professional, inviting work environment, and appropriate business appearance.

Knowledge and Skills:

Experience	Six months to two years of similar or related experience. Prior knowledge of design principles, including ad design, Adobe products, and Web page design. Retail experience most helpful.
Education	(1) A two year college degree or (2) Completion of a specialized course of study at a business or trade school or (3) Completion of a specialized and extensive in-house training or apprenticeship program in Graphic design, web design and/or retail experience.
Interpersonal Skills	Work normally involves contacts with persons beyond immediate associates generally regarding routine matters for purposes of giving or obtaining information which may require some discussion. Outside contacts take the form of service to the public (students, visitors or vendors) requiring ordinary courtesy in providing assistance and information.
Other Skills	<p>Knowledge of:</p> <p>Ad design</p> <p>Graphic design</p> <p>Web design</p> <p>Point-of-sale systems (specifically WinPrism), helpful</p> <p>Principles and processes for providing customer service</p> <p>Selling products and/or services</p> <p>Skills in:</p> <p>Adobe Products</p> <p>Photography</p> <p>Ad Design Concepts</p> <p>Sharepoint</p> <p>Creativity relative to the retail environment, including social media and web sites.</p> <p>Diplomatic, courteous, and welcoming</p> <p>Show respect for differences in backgrounds, lifestyles, viewpoints, and needs in reference to areas such as ethnicity, race, gender, creed, and sexual orientation</p> <p>Promote cooperation and a welcoming environment for all</p> <p>Work to understand the perspectives brought by all individuals</p> <p>Flexible, open, and receptive to new ideas and approaches</p> <p>Demonstrate the ability to express thoughts clearly, both orally and in writing</p> <p>Demonstrates effective listening skills</p> <p>Share knowledge and information</p> <p>Ask questions and offers input for positive results</p> <p>Is approachable/accessible to others</p> <p>Reach out to be helpful in a timely and responsive manner</p>

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Strive to satisfy one's external and/or internal customers
Effectively use computer equipment and software
Understand written work related documents

Abilities:

Demonstrate innovation, creativity and informed risk-taking
Adapts to changing priorities, situations and demands
Modify one's preferred way of doing things
Multi-task, including, but not limited to answering phones, running a cash register, helping customers on the floor
Remain calm in stressful situations
Keep accurate retail and student records
Use a cash register and give correct change, use a ten-key calculator, perform simple business math
Learn new software applications
Assign work to student workers as needed
Demonstrate accountability in all work responsibilities
Exercise sound and ethical judgment when acting on behalf of the college
Exercise appropriate confidentiality in all aspects of work
Show commitment to work and to consequences of own actions
Enhance personal knowledge, skills, and abilities
Anticipate and adapt to technological advances as needed
Seek opportunities for continuous learning
Seek and act upon performance feedback
Show initiative, anticipate needs and take action
Demonstrate innovation, creativity and informed risk-taking
Engage in problem-solving; suggest ways to improve performance and be more efficient
Strive to achieve individual, unit, and college goals

**Physical
Requirements**

In an 8-hour work day:
Sitting for a period of 1 hour at one time with a total of 6 hours
Standing for a period of 1 hour at one time with a total of 1 hour
Walking for a period of 1 hour at one time with a total of 1 hour
Lifting up to 10 lbs. frequently and up to 50 lbs. occasionally
Carrying up to 10 lbs. frequently and up to 50 lbs. occasionally
Repetitive Action: use of right and left hand for simple grasping, fine manipulation, and pushing and pulling
Bending frequently and climbing, reaching above shoulder level occasionally
Be exposed to unprotected heights while using a 2 foot ladder for higher shelving
Keyboarding 5-6 hours daily

Note: Physical requirements change during rush, book returns, and inventory. These times require more bending, standing, walking, lifting, and carrying.
Items marked above are subject to what time of the year it is in the bookstore, whether we are in rush, textbook rental returns/buyback, annual end-of-year inventory, and so on. We

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do receive freight over 50 lbs. at times but try to get another employee's help if necessary to lift. Ability to sit and/or stand for long periods of time is a requirement of the job.

Work Environment Physical requirements change during rush, book returns and inventory. These times require more bending, standing, walking, lifting and carrying.

Disclaimer:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee, and at no time does the job description constitute a contract. The college may exercise its employment-at-will rights at any time.

This Job Description is not a complete statement of all duties and responsibilities comprising the position.

Printed Employee Name

Date

Employee Signature