



Merchandise and Store Coordinator

Position Description: The FPTA Merchandise and Store Coordinator will oversee the success of the inventory and sale of merchandise used to raise funds for the organization.

Duties and Responsibilities:

- Work closely with the FPTA Executive Committee to develop goals and plans to sell FPTA merchandise on the FPTA website.
- Help develop new ideas/merchandise as determined jointly by the Executive Committee and the Merchandise and Store Coordinator
- Use FPTA website software to effectively manage the FPTA Store
- Manage the FPTA Store, including:
 - Ensuring actual inventory vs. online inventory numbers match
 - Adding new merchandise
 - Adjusting prices
 - Order merchandise from suppliers when inventory nears depletion
- Coordinate with inventory suppliers for:
 - Reorders of existing merchandise
 - Information on costs, availability, etc. on new merchandise
 - CT Hall of Famers shirts
 - FPTA Trail Angle and Trail Keeper shirts
 - Marketing Trinkets
- Mail store orders to customers within 3 days of receiving the order
- Coordinate returns with customers
- Work closely with the Communications Coordinator to effectively market FPTA Merchandise using various platforms
 - FPTA website (Squarespace Marketing)
 - Social Media (Facebook, Twitter, Instagram)
 - Videos, including YouTube
 - Print media and marketing materials (i.e., brochures) as needed.
- Sell merchandise at various FPTA events (i.e. Annual Paddlefest)
- Produce quarterly reports containing:
 - Sales by inventory type
 - Cost vs. profit
 - Cost of shipping
- Develop and maintain a Merchandise and Store Coordinator Continuity Book, detailing specific job duties, schedules/deadlines, key contacts, processes, and procedures, This ensures continuity and continued success of the Corporation. At the minimum, the

Continuity Book will be maintained in electronic format on the FPTA Google Workspace/Admin Drive.

The FPTA Merchandise and Store Coordinator may choose an individual to serve as a Co-Coordinator to assist with projects and to support FPTA's approach to teamwork and succession planning. The FPTA Merchandise and Store Coordinator(s) are expected to attend and report at monthly and quarterly board meetings.

The position has no specific term limit. We do ask that you provide FPTA with a minimum of two months' notice and a recommendation to fill your position if you decide to leave the team.

Position Requirements:

- Ability to work well independently, remotely, and collaboratively as part of a diverse team
- Excellent networking, communications, and interpersonal skills
- Excellent writer with strong spelling, grammar, and organizational skills and attention to detail
- Ability to schedule, track, and meet deadlines
- Ability and willingness to learn new skills, including FPTA Store Software, and Google Workspace
- Flexibility to attend monthly Zoom meetings, including day or early evening
- Ability to attend occasional in-person organization festivals at your own expense
- FPTA is a 501(c)3, all-volunteer organization

For questions or to submit your resume, contact FPTA at admin@floridapaddlingtrails.com