



Sable Points Lighthouse Keepers Association is hiring a Gift Shop & Marketing Manager, full-time March through December and part-time January and February. This person is responsible for merchandising at all gift shop spaces managed by the Association and for advertising the Association which includes four sites along the Lake Michigan shoreline.

All interested applicants should email office@splka.org with the subject line: “Gift Shop & Marketing Manager– (Your Name)” and include a resume and cover letter. Applications may also opt to mail their applications to SPLKA ATTN: Executive Director P.O. Box 673 Ludington, MI 49431.

Position: Gift Shop & Marketing Manager

Reports to: Executive Director

Work schedule: Full time March through December

Part time January and February (20 hours per week)

Salary Range: \$35,000–\$40,000 annual salary, mileage reimbursement, photo stipend, commission-based bonus.

Educational requirements: Minimum required is an Associate’s Degree in retail management, accounting, marketing or a related field.

Physical requirements: Must be able to climb steps, bend, stoop, sit and stand for periods of time, walk up to two miles, lift and carry up to 50 pounds.

Other requirements: Must demonstrate excellent written and oral communication skills. Must be organized and detail oriented. Must possess excellent public relations skills and demonstrate the ability to develop positive relationships with a wide variety of people. Must possess computer skills and be proficient with point of sale (POS) software. Must demonstrate a passion for the historic preservation of lighthouses.

Position purpose: The Marketing Manager is responsible for marketing SPLKA to the public thought efficient management and planning. This position is responsible for the efficient management and operations of SPLKA’s gift shop and online store. This position is also responsible for accurate accounting of all revenues from merchandise sold and tower tours.

Responsibilities and Duties:

1. Establishes and maintains positive relationships with SPLKA staff and the Association membership.
2. Establishes and maintains positive relationship with all vendors.
3. Orders merchandise for all of the gift shop(s).
4. Completes physical inventory of all merchandise at all lights, keeps track of back stock and organizes and stores it in consistent places so it is easily found.
5. Fixes bar-code problems as they arise and pricing issues that come up during sales.
6. Enters items into the computer as they arrive and generates price tags for merchandise. Works to make sure all merchandise is entered into the computer system.
7. Makes sure computer systems are set up to take credit card donations from our visitors.
8. Oversees, designs and implements attractive displays at any satellite gift shop locations not limited to festival and community events.
9. Ensures profitability of the gift shop(s).
10. Establishes and maintain adequate stock at the main office for online sales.

Deliverables:

- a. Working with the Executive Director, developing online store sales level plan with quarterly sales goals.
- b. Ensure all customer orders are shipped to the customer within three days of customer order date.
- c. Working with Executive Director developing goal for total number of products in the online store.
- d. Ensure fewer than five items are out of stock at any time within the year.
- e. Develops an online store performance report on store metrics, including sales levels vs. sales plan, dates of all e-blasts with online store link including average number of days from the customer order date to order shipping date, An annual online store report will be available-at the end of the calendar year to be included in the next scheduled board meeting.
- f. Ensure all SPLKA email blasts have a direct link to the online store.
- g. Develops e-blasts though out the year featuring merchandise available in the online store, this includes two holiday email blasts that are holiday giving specific with 10 products highlighted in each with link to the online store.
- h. Working with Office Administrator, ensuring online store functionality is operational every day. Office Administrator will check online store function every day and report to Marketing Manager any problems.

11. Tracks and reports all revenue from sales and tower tours at the lights and other venues.
12. Preparing and publishing rack cards, all printing needs such as "I climbed" stickers for each lighthouse, open posters, event posters, walkway brochures, Tag lighthouse books and any other marketing material needed to promote SPLKA and our lights.
13. Works to make sure all of our marketing material's ie. rack cards, lighthouse brochures, etc. are placed at all four of SPLKA lighthouses, the Ludington, Hart and Muskegon County Chamber of Commerce Visitor centers, museums and other strategically placed locations, such as the State of Michigan visitor's centers, for the visitors to pick up.
14. Troubleshoots all gift shops related software and hardware issues in a timely manner.
15. Trains volunteers in the use of the computer, iPad and procedures for closing out at the end of the day. Provides onsite updated manual for use of iPad system Square and other gift shop tasks for reference by on- site volunteers.
16. Monitor the inventory in the SPLKA gift shops, rack cards, activity books, Coast Guard books, Michigan Lighthouse Maps, WMTA Circle tour maps, walkway brochures, Shoreline Guides, WMTA Booklets, brochures, etc. making sure that items are well stocked at each location.
17. Marketing Manager promotes SPLKA events, working with Operations Manager to make sure staffing requirements are met for lighthouses with evening concerts, Big Sable Bus Days, Ludington Friday night downtown activities and other events like Apple Fest in Silver Lake and the Michigan Lighthouse Festival.
18. Fill in at site as needed to provide onsite keepers a day off.
19. Work with communities to promote SPLKA's lights.
20. Develops social media campaigns and produces regular posts to promote SPLKA's mission. Schedules posts for major holidays.
21. Works with Operations Manager on planning, coordinating and staffing events at the specific lighthouse.
22. Makes sure all deposits from the lighthouses are made in a timely manner at least twice per week.
23. Submits monthly board reports and newsletter articles as required by the Executive Director.
24. Develops, designs, and prints SPLKA's newsletter in coordination with SPLKA's staff, volunteers, and board.
25. Aids the Executive Director and other SPLKA staff as needed, to design and distribute bulk mailers.
26. Develops budget proposals with the Executive Director for inventory and expenses.
27. Performs other related duties as assigned by the Executive Director.