

**The Bascom: A Center for the Visual Arts
323 Franklin Road, Highlands, North Carolina 28741**

Job Description

Title: Retail Manager
Reports to: Executive Director
Classification: Exempt, Full-Time (Tue-Sat, with some variation)
Salary Range, depending on qualifications and experience: \$35,000-\$42,000

Description:

This position manages both the strategic planning and daily operations of the retail shop at The Bascom. The ideal candidate will have experience in all areas of retail and be proficient in best practices concerning client relations, sales, vendor/artist relations, visual merchandising, online sales, pricing, curation, staff management and training, and computer programs, including point of sale systems.

Responsibilities:

- Maintain excellent ambassadorship of The Bascom through artist relations, overall guest and member experience, and telephone operations.
- Plan, coordinate, organize and execute overall management and operations of the retail shop and its subsidiary retail channels.
- Promote and maintain a consistently high level of customer support through sales at multiple price points, and through clientele-based sales.
- Process all sales of artwork from exhibition galleries, atrium Pop Up Shops, off-campus partnership Pop Up Shops, and The Bascom Shop.
- Develop, refine and execute strategies for merchandising, inventory systems, shop-related supplies, staffing, shrinkage, and marketing to achieve annual budget.
- In collaboration with the Executive Director and the Creative Staff, handle the selection of mission-related art, crafts, and other products on consignment from local and regional artists; strategize ways The Bascom Shop can vertically integrate branded product and art supplies in the future.
- Correspond and maintain logistics with 200+ artist vendors / new inquiries throughout the year within the retail shop and its subsidiary retail channels.
- Create a friendly learning environment for artist-entrepreneurs and social enterprise partners.
- Maintain strategic relations with off-campus retail partners.
- Strategize and support appropriate staff members in development, marketing, and volunteer programs based on shop clientele records, programming content, and needs.
- Team with the Ceramics, Education, Exhibition, and Outreach Departments to create social enterprise and retail opportunities for artists.
- Coordinate inventory so that retail goods complement exhibitions and educational programs, while also maximizing visibility.

- Manage financial operations including inventory, shrinkage, breakage, budget, sales forecasts and financial reporting of retail operations.
- Process and provide all sales receipts and reports to accounting in a batch as defined in approval protocol.
- Assist in general financial processing and insure timely and accurate payment of all artists consigning works to the retail shop and exhibitions.
- Work with Executive Director and CFO to develop and make annual budgets for The Bascom Shop.
- Oversee seasonal/part time weekend staff who work the Shop.
- Train and Manage volunteers who may work in the Shop.
- Other duties as assigned.

Qualifications:

- 3+ years of retail experience with progressive responsibilities required or a combination of 5+ years of retail and successful college classes.
- Bachelor's degree preferred
- Proven ability to work in a team setting
- Demonstrated skills using point of sale and inventory programs preferred
- Work experience using social media for sales and marketing a plus.
- Experience and creativity in merchandising, guest services, client relations, sales and marketing is essential.
- Strong communication skills and ability to engage donors, members, and the general public are essential.
- Must be able to work a flexible schedule, including some nights, holidays and weekends.
- Must be able to move large objects, climb ladders, maintain display area, and stand for long periods of time.