



RETAIL MARKETING SPECIALIST (INSPIRED BOUTIQUE)

Reports to: Store Manager
Salary Range: \$7.70 - \$11.00

FLSA: Non-Exempt
Hours Per Week: 4-28 hours

DEFINITION

This position is a combined position of a retail associate and retail marketing and visual design, both described below. With the retail marketing part of the job this person will be responsible for all electronic promotion of the organization. Examples would be social media outlets, website, creation of fliers etc. as well as the visual design of mannequins and displays in the store. Associate duties would include: Associates are encouraged to be active and contributing employees of Inspired Boutique. Associates will work hours agreed upon by the store manager and arrive to work on time. Team members will perform duties requested by managers that include, but are not limited to sorting donations, preparing items for resale, and customer service activities. Job activities are subject to change per business needs. Potential candidates will have the opportunity to be a part of this incredible social enterprise start-up here in the Springfield community.

This description may not include all of the duties, knowledge, skills, or abilities associated with this position.

ESSENTIAL RESPONSIBILITIES AND DUTIES

Design and post all social media promotions (including but not limited to Twitter, Instagram, Facebook, etc.) using language that are consistent with Abilities First Core Values and meet HIPAA guidelines. Posts should be scheduled at a minimum of every other day.

Take appropriate photographs to be used in social media posts or for promotion and sales to include models, product etc.

Initiate and manage all posts on Craigslist of furniture, home décor etc. for sales using the guidelines set by the Store Manager or Director of Community Development.

Make fliers for promotion and social media in a timely manner as requested by Store Manager.

Manage and update email addresses in Constant Contact and create appropriate emails to promote special events and sales.

Create visual displays in store and assist the Store Manager in designing display changes for the seasons.

Actively contribute to positive store atmosphere.

Set up advertising displays or arrange merchandise on counters or tables to promote sales as directed by the Store Manager.

Stamp, mark, or tag price on merchandise as directed by the Store Manager.

Obtain merchandise requested by customer or receive merchandise selected by customer.

Answer customer's questions concerning location, price, and use of merchandise.

Total price on merchandise purchased by customer to determine bill.

Accept payment and make change. Wrap or bag merchandise for customers.

Remove and record amount of cash in register at end of shift.

Calculate sales discount to determine price.

Complete transactions on the cash register.

Assist with sorting and preparing items for resale as directed.

Assist with the general housekeeping and maintenance of the store as directed by the Store Manager or her designee.

Notify supervisor of any donation preparation, co-worker, and customer issues.

Maintain clean, organized, and safe work areas.

Assist with sorting and stocking of products.

Assist with inventory duties.

Work with team members to maximize productivity and efficiency.

Attend team meetings as requested and implement information provided at the meetings as needed.

Perform other related duties and assignment as required.

Moderate lifting required; must be able to lift at least 30-35 pounds several times throughout a shift. Extensive sitting may be required.

Perform other related work as assigned

Reasonable accommodations may be made to enable individuals with disabilities to perform essential job duties

KNOWLEDGE, SKILLS AND ABILITIES

Ability to make professional level social media postings that are consistent with Abilities First Core Values.

Ability to take professional quality photographs to use in social media.

Ability to complete social media tasks in a timely manner.

Ability to develop visual displays in the store and on social media that are visually appealing.

Ability to consistency count and make change accurately and quickly.

Ability to understand and follow a weekly schedule.

Must be willing to be cross-trained and move to other areas when needed.

Must be willing to comply with organization uniform policy.

Ability to communicate effectively.

Ability to establish effective working relationships with co-workers and managers.

Must be able to appropriately interact in social interaction and observation by the general public.

Ability to maintain a positive store atmosphere.

Demonstrates professional work ethic.

Demonstrates Abilities First Core Values.

Ability to learn skills such as using an washing machine, dryer, iron, and steamer as directed.

Ability to learn how to correctly prepare items for the sales floor.

Ability to follow all safety rules.

Ability to bend, sit, and stoop repeatedly for up to two hours per shift.

Must be able to pass a background screening.

Must be able to pass a random drug test.

EXPERIENCE AND EDUCATION

GED or High school diploma preferred

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