

Lambda Kappa Omega Sorority, Inc.

Director of Merchandising

Job Description & Duties

The Director of Merchandising serves as the chief officer responsible for overseeing all sorority merchandise, vendor relations, paraphernalia compliance, product development, inventory management, merchandising strategy, and branded product initiatives for Lambda Kappa Omega Sorority, Inc. This position ensures that all merchandise reflects the organization's values, branding standards, and paraphernalia policies while creating innovative products that enhance member engagement and support organizational fundraising efforts. The Director of Merchandising leads all merchandising operations, supervises vendor relationships, manages official merchandise programs, and oversees Aaliyah Drue's Closet and Swagg Box initiatives.

Position Title

Director of Merchandising

Reports To

VP of Merchandising

Secondary Reporting Structure

National Vice President

Direct Oversight Of

- Merchandising Committee
 - Official Vendors
 - Approved Contract Vendors
 - Aaliyah Drue's Closet Program
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Position Summary

The Director of Merchandising is responsible for developing and implementing the sorority's merchandising strategy, approving paraphernalia, managing vendor partnerships, monitoring merchandise compliance, coordinating product sales, overseeing inventory, and maintaining merchandising content on the organization's website. This position serves as the organization's brand steward and ensures that all products meet Lambda Kappa Omega Sorority, Inc.'s standards for quality, creativity, professionalism, and compliance.

Core Responsibilities

Merchandising Leadership & Strategy

The Director of Merchandising serves as the leader of the sorority's merchandise and product development initiatives.

Responsibilities Include:

- Develop annual merchandising strategies.
- Establish product line goals and objectives.
- Create innovative merchandise opportunities.
- Expand merchandising offerings for members and youth.
- Monitor merchandising trends and member interests.
- Support organizational fundraising initiatives through merchandise sales.
- Ensure product offerings appeal to diverse membership demographics.
- Maintain consistency with organizational branding standards.

Strategic Objectives

- Increase merchandise engagement.
 - Expand product diversity.
 - Support fundraising efforts.
 - Strengthen brand recognition.
 - Promote original and creative merchandise.
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Vendor Management & Oversight

The Director of Merchandising oversees all approved vendors and vendor contracts.

Responsibilities Include:

- Establish and maintain vendor relationships.

- Review vendor applications and agreements.
- Manage vendor contracts and renewals.
- Ensure vendors follow organizational policies.
- Monitor vendor performance and member feedback.
- Maintain vendor records and documentation.
- Evaluate vendors annually for continued participation.
- Recommend official vendor selections.

Official Vendor Program

The Director of Merchandising shall:

- Solicit vendor bids annually.
- Recommend an Official Vendor each year.
- Evaluate vendors based on:
 - Sales performance
 - Product quality
 - Inventory availability
 - Customer service
 - Member satisfaction
 - Compliance history
- Coordinate official vendor agreements.
- Monitor contract compliance.

Product Approval & Compliance

The Director of Merchandising is responsible for ensuring all merchandise complies with organizational standards.

Responsibilities Include:

- Review product mock-ups and designs.
- Approve or deny merchandise submissions.
- Ensure compliance with the Paraphernalia Policy.
- Review branding, logos, colors, and trademarks.
- Verify products are professional and appropriate.
- Provide written feedback on denied items.
- Forward approved items for final authorization.
- Maintain records of approved merchandise.

Product Evaluation Standards

All merchandise should:

- Reflect organizational values.
 - Meet branding standards.
 - Be original and creative.
 - Support sorority image and professionalism.
 - Provide value to members.
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Website Merchandise Management

The Director of Merchandising is responsible for maintaining merchandising content on the website.

Responsibilities Include:

- Add approved products to the website.
- Update product listings.
- Remove discontinued products.
- Maintain vendor information.
- Upload approved merchandise images.
- Ensure links function correctly.
- Coordinate website updates with IT support.
- Review merchandise content for accuracy.

Website Maintenance

- Review merchandising pages quarterly.
 - Verify inventory listings.
 - Ensure product descriptions are current.
 - Monitor vendor catalog updates.
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Inventory Management

The Director of Merchandising oversees merchandise inventory tracking and management.

Responsibilities Include:

- Conduct quarterly inventory reviews.
- Monitor product availability.
- Notify vendors regarding low inventory.
- Track inventory levels.
- Update inventory records.
- Assist vendors in managing inventory needs.

- Review merchandise turnover trends.

Inventory Oversight

- Verify inventory accuracy.
 - Monitor stock levels.
 - Track discontinued products.
 - Support seasonal inventory planning.
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Vendor Payments & Financial Administration

The Director of Merchandising manages merchandising-related financial processes.

Responsibilities Include:

- Collect quarterly vendor sales reports.
- Verify vendor payment submissions.
- Reconcile merchandising income.
- Maintain office treasury records.
- Submit required funds to National Finance.
- Track merchandising revenue.
- Maintain separate ledgers for women and youth merchandise.

Financial Oversight

- Retain approved office treasury percentages.
 - Submit National allocations according to policy.
 - Preserve receipts and payment documentation.
 - Monitor vendor compliance with payment deadlines.
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Swagg Box Program

The Director of Merchandising oversees the annual conference Swagg Box initiative.

Responsibilities Include:

- Develop Swagg Box concepts and themes.
- Identify merchandise for inclusion.
- Obtain approval for proposed items.
- Coordinate vendor bids and production.
- Order boxes, labels, and packaging materials.

- Manage vendor shipping and logistics.
- Review and approve Swagg Box inventory.
- Coordinate conference delivery timelines.

Swagg Box Requirements

Each Swagg Box should:

- Contain a minimum of seven approved items.
 - Reflect organizational branding.
 - Provide value and excitement to members.
 - Arrive at conference according to established timelines.
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Aaliyah Drue's Closet Program

The Director of Merchandising oversees Aaliyah Drue's Closet.

Responsibilities Include:

- Manage inventory and program operations.
- Process chapter applications.
- Track merchandise loans.
- Monitor shipping and return schedules.
- Collect application and program fees.
- Enforce return and damage policies.
- Maintain inventory records.
- Purchase replacement and supplemental inventory.

Program Administration

- Track all borrowed items.
 - Assess applicable fines.
 - Coordinate invoicing and shipping.
 - Maintain inventory accountability.
 - Preserve program sustainability.
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Phi Chi Psi Payment Program

The Director of Merchandising administers Phi Chi Psi merchandise payment plans.

Responsibilities Include:

- Manage payment plan enrollment.
- Create and maintain payment links.
- Track participant payments.
- Reconcile balances.
- Notify members of delinquent accounts.
- Maintain contract records.
- Monitor payment compliance.
- Coordinate conference merchandise eligibility.

Program Oversight

- Maintain payment records.
 - Monitor balances and defaults.
 - Submit reports to National Leadership.
 - Preserve participant agreements.
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Product Development & Merchandise Expansion

The Director of Merchandising is responsible for identifying and developing new merchandise opportunities.

Responsibilities Include:

- Research merchandising trends.
 - Identify new product opportunities.
 - Solicit vendor bids.
 - Coordinate product sampling.
 - Evaluate merchandise quality.
 - Develop conference and special event products.
 - Expand youth and adult merchandise offerings.
 - Encourage creativity and innovation.
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Annual Sale Coordination

Responsibilities Include:

- Plan and coordinate annual sales campaigns.
- Announce annual sales initiatives.
- Coordinate sale pricing with vendors.
- Promote inventory reduction opportunities.
- Support product turnover and seasonal merchandising.

Annual Sale Timeline

- Coordinate annual sale promotions.
 - Launch sales during designated periods.
 - Monitor vendor participation.
 - Evaluate sales effectiveness.
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Committee Leadership

Chairperson – Merchandising Committee

The Director of Merchandising serves as Chairperson of the Merchandising Committee.

Responsibilities Include:

- Recruit committee members.
- Conduct committee meetings.
- Assign merchandising projects.
- Review committee recommendations.
- Coordinate shopping and product research.
- Support major organizational events.
- Assist with conference merchandising.

Committee Mission

The Merchandising Committee shall:

- Identify new merchandise opportunities.
 - Assist with vendor research.
 - Evaluate products.
 - Support paraphernalia initiatives.
 - Promote organizational branding.
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Communication Management

Responsibilities Include:

- Communicate directly with vendors and members.
- Submit mass communications through the Vice President of Communications.
- Coordinate merchandising announcements.
- Maintain professional correspondence.

- Respond to merchandising inquiries promptly.
- Maintain communication records.

Communication Standards

- Use official sorority email accounts.
 - Follow established communication channels.
 - Maintain professionalism.
 - Ensure message clarity and accuracy.
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Reporting & Documentation

Responsibilities Include:

- Complete quarterly reports.
- Track sales statistics.
- Monitor vendor performance.
- Maintain merchandising records.
- Store forms and contracts electronically.
- Prepare annual reports.
- Maintain office trackers and databases.

Records Management

Maintain documentation for:

- Vendor Contracts
 - Product Approvals
 - Sales Reports
 - Inventory Records
 - Phi Chi Psi Contracts
 - Aaliyah Drue's Closet Inventory
 - Committee Reports
 - Annual Statistics
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Leadership Expectations

The Director of Merchandising should demonstrate:

Creativity

- Develop innovative products and merchandising opportunities.

Organization

- Maintain accurate records, inventory, and vendor documentation.

Accountability

- Ensure compliance with organizational policies and vendor requirements.

Communication

- Build positive relationships with vendors and members.

Resourcefulness

- Identify opportunities that benefit the organization.

Professionalism

- Represent the sorority's brand with integrity.

Strategic Thinking

- Develop merchandising plans that support organizational growth.

Leadership

- Guide committees, vendors, and projects successfully.
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