



## Marion FC – Merchandise Coordinator

The merchandise coordinator is responsible for the procurement, stock management and sales of all clothing, apparel and merchandise sold by the club.

The primary function of the role is to maximize the revenue and sales of club related clothing, apparel and merchandise sold each year. The position has key activities:

1. Defining clothing, apparel and merchandise to be sold by the club
2. Source the products to be sold by the club
3. Manage the unsold stock (ensuring it does not become lost or obsolete)
4. Maximise the sales of the club apparel, merchandise and clothing

### Responsibilities

#### Prior to the season

- Review the apparel, clothing and merchandise sold by the club in previous years, ensuring its suitability for the upcoming year
- Finalise range of apparel, clothing and merchandise for the upcoming season
- Provide the committee with the recommendations for all apparel, clothing and merchandise for the coming season
- Liaise with the President and Committee to ensure apparel, clothing and merchandise reflect the current opinions and nature of club members
- Work with the Club Treasurer to accurately set apparel, clothing and merchandise sales targets which will be reflected in the club's budget
- Create the membership sales marketing information which can be provided to club participants to assist in the selling of club memberships
- Have the club website updated to reflect current apparel, clothing and merchandise information.
- Ideally set up an online shop on your club's website which will sell apparel, clothing and merchandise
- Have social media posts created that promote and sell the club apparel, clothing and merchandise
- Be the primary point of contact for all apparel, clothing and merchandise enquires
- Assist with the collection of revenues relating to apparel, clothing and merchandise

### **During the season**

- Review apparel, clothing and merchandise sales with the Treasurer to ensure the financial targets have been achieved and if not, formulate additional sales strategies.
- Review any credit sales to ensure all who have purchased apparel, clothing and merchandise on credit pay their outstanding amounts
- Ensure that all purchases throughout the year for apparel, clothing and merchandise have been paid for and outstanding funds collected
- Be the initial point of contact for any issues or complaints from members concerning their apparel, clothing and merchandise.
- Liaising with apparel, clothing and merchandise suppliers as required

### **Post season**

- Undertake at the end of season a stocktake of any remaining apparel, clothing and merchandise
- Provide a report to the committee of unsold apparel, clothing and merchandise
- Make recommendations to the committee for any changes to the range of apparel, clothing and merchandise for next year

## **End of year hand over**

### **Updating key documents**

At the end of each year a key activity of the merchandise Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The merchandise coordinator should also update or create a list of the different apparel, clothing and merchandise sold throughout the season with the name and contact details of each of the suppliers. This list should also include any terms and conditions which the club or the supplier needs abide by.

The updated Position Descriptions and additional information must be provided to the Club Secretary prior to the Annual General Meeting each year.

### **Induction of the incoming Clothing Coordinator**

An important responsibility of outgoing Clothing Coordinator is to train, mentor and support the incoming merchandise coordinator.