

Company: Utah Warriors (dba of Rugby Utah Ventures, LLC)

Description: Warriors Street Team & Merchandise Manager

Reporting to: Marketing Operations Director

Department: Business Operations

Employment Type: Part-Time Employment

Salary/Wage: Hourly + Commission/Bonus



OVERVIEW:

The Utah Warriors are a founding member of Major League Rugby (MLR) which launched in 2018 with just seven teams. The MLR has grown to 14 member teams and will boast an expanded 12-team 2020 competition and 14-team competition in 2021. With Utah's strong tradition in the American rugby landscape, the Warriors are looking for a Street Team & Merchandise Manager to lead the Warriors merchandise sales efforts and special events activation in the greater-Utah communities. The Street Team & Merchandise Manager will also coordinate with the Marketing Operations Manager, Events Ops. Manager, Media/PR Manager, Ticket Sale Manager and other related Business Operations staff to deliver on the Utah Warriors brand development and ticketing strategies.

PRIMARY RESPONSIBILITIES:

In coordination with the CEO and Marketing Operations Manager, implement the Utah Warriors Street Team & Merchandise Plan:

- Participate in product development, assortment planning, sourcing, and pricing of the product
- Collaborate across cross-functional teams made up of inventory, marketing, and creative team members and other individuals throughout the organization.
- Track the inventory flow, ensuring they have the right assortment of inventory to meet customer's needs and avoid overstocking of certain items.
- Collaborate with Business Operations staff in development and execution strategic vision for areas of responsibility while supporting multiple business lines (In-Game, Online, Special Events).
- Identifying new assortment growth opportunities – segments, products, brands – and helping to source new products across new and existing vendors
- Build assortments that support the overall strategic merchandising vision and are relevant (productive & profitable)
- In coordination with the CEO and other Business Operations staff Source, develop and manage vendors that are relevant to our business & negotiate terms, gross margin, and exclusive agreements.
- Develop competitive retail pricing strategy which delivers compelling price advantage and savings to the consumer.
- Collaborate with team members on marketing and eCommerce teams to develop compelling marketing and promotional programs
- Consistently analyze, evaluate & measure products' revenue ROI and best-selling brands
- Identify new business opportunities for merchandise revenue growth.
- Recommend new product developments and enhancements to achieve profitability.
- Work with CEO and other Business Operations staff to develop and implement seasonal merchandise strategy.

- Analyze consumer trends and competitive market and accordingly provide recommendations to drive sales.
- Manage merchandising activities to achieve business and financial goals.
- Track sales data and improve merchandising processes.
- Address merchandising and delivery issues promptly.
- Partner with operations and merchandise team during events to manage inventory needs, work closely with the Distribution Center to ensure the inventory gets to the correct locations during events.
- Work with the local community and rugby entities to build a special events calendar to attend and sell merchandise
- Oversee and manage all home game merchandise sales activities--including but not limited to the hiring and management of event merchandise sales team, POS equipment, cash till management, set-up/take-down, storage, etc.
- Oversee and manage all community activation special events--including but not limited to the transportation of all merchandise and other necessary equipment (i.e., tables, chairs, power strips, merchandise, etc.)
- Not including the Utah Warriors Home Matches and in coordination with the CEO and other Business Operations Staff attend at least 26+ community special events (i.e., youth rugby, club rugby, community, parades, etc.) to sell merchandise but to also activate marketing strategies for the Business Operations staff

JOB REQUIREMENTS:

- Demonstrated understanding of Microsoft Office Suite, specifically MS Excel and MS Word.
- Shopify or other electronic Point-of-Sale (i.e., Clover, Square, etc.) understanding preferred.
- Excellent interpersonal, written, and oral communication skills including excellent judgment, negotiating experience, and independent problem resolution skills
- Strong ability to build a relationship with co-workers and keep others informed using various means of communication--electronic, text, phone, etc.
- Growth mindset: desire to learn, grow and embrace new ideas
- Ability to effectively balance your creative talent to develop/find products with an analytical acumen to properly manage your categories financial performance
- Entrepreneurial working-style, willing to go above and beyond and work outside of defined essential functions
- Experience or willingness to with customers in a professional and friendly fashion
- Experience driving large vehicle and trailer
- Ability to lift 50 lbs and be able to regularly stand, walk and work in the elements

The qualified candidate will begin work in the January of 2020

All interested candidates can please submit their resume, cover letter and references to jobs@warriorsrugby.com. For more information on the Utah Warriors and the MLR please go to www.WarriorsRugby.com.