

Clothing, Apparel and Merchandise Coordinator



Important information: This position description has been provided as a general position description only.

The clothing, apparel and 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 organise the club apparel for players for both playing wear and off field and training wear. Secondary but of the same importance, 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

The estimated time commitment required as the Merchandise Coordinator is **1 hours per week**. There will be a peak period at both the start and the end of each year. This may result in up to 5 hours a week for 2 weeks at the preseason time when organising and ordering stocks for the upcoming season. Similarly, 1 – 2 full days of stock take at the end of the season. (along with other volunteers)

Essential Skills and Requirements

- ☐ Understanding of the needs and tastes of the members and club stakeholders
- ☐ Ability to organise and delegate tasks, create and manage a team
- ☐ Happy to talk to people and “sell” the apparel, clothing and merchandise
- ☐ Communicate effectively and possess good interpersonal skills
- ☐ Maintain confidentiality on relevant matters

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 of the 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 apparel, clothing and merchandise Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The apparel, clothing and 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 Officer

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