Store Manager

*This is a general description, and duties may vary based on the museum's specific needs. It’s always important to tailor position descriptions to fit your organization's unique needs and culture.*

Position: Museum Store Manager

Reports To: Business Manager, Executive Director

Potential Staff Reporting to this Position: Store Assistant

Job Description

The museum store manager oversees all operations of the museum shop. This role involves strategic planning, inventory management, staff supervision, and sales.

Responsibilities:

1. Managing day-to-day operations of the museum shop.
2. Developing and implementing strategies to increase sales and profitability.
3. Supervising store staff, including hiring, training, and performance management.
4. Managing inventory, including selecting merchandise, pricing items, and arranging displays.
5. Collaborating with museum staff to ensure alignment between shop merchandise and museum exhibitions and mission.

Qualifications:

1. Proven experience in retail management, preferably in a museum or cultural institution.
2. Strong leadership and interpersonal skills.
3. Proficiency in inventory management and merchandising.
4. Ability to work collaboratively in a small team environment.
5. A business or retail management degree may be beneficial but is not always necessary.

Skills

Consider the following set of essential skills that museum store managers need. Even without direct experience in a similar position, someone with these skills could accomplish the tasks by leveraging the following:

1. Leadership: Recruiting, training, and supervising staff, providing ongoing coaching and feedback, and fostering a positive and collaborative team culture.
2. Collaboration & Communication: Collaborating well with others.
3. Interpersonal Skills: Providing exceptional customer service, assisting customers with inquiries, handling complaints or issues, and creating a positive and welcoming shopping environment.
4. Problem-solving: Developing and implementing business plans, setting sales targets, analyzing financial data, and making data-driven decisions to maximize revenue and profitability. Creativity and design skills to create visually appealing product displays and store layouts that attract customers, highlighting featured merchandise and enhancing the overall shopping experience.
5. Time Management: Prioritizing tasks and managing time efficiently.
6. Adaptability: Being flexible and open to change.
7. Critical Thinking: Developing and implementing sales and marketing strategies to drive traffic.
8. Technical Proficiency: Familiarity with e-commerce platforms, online store management, digital marketing, and fulfillment processes.
9. Attention to Detail: Inventory control, stock replenishment, and product ordering are essential to maintaining appropriate stock levels, minimizing stockouts and overstock situations, and ensuring efficient use of storage space.
10. Practical Application: Strong understanding of retail operations, including inventory management, sales strategies, merchandising techniques, and customer service best practices. Ability to develop and manage a budget, track expenses, and monitor performance.