

Spirit Wear Coordinator

Overview:

The Spirit Wear Coordinator manages all aspects of promoting and selling school-branded merchandise throughout the year. Serving as the primary liaison with **1st Place Spirit Wear**, this role ensures families are aware of spirit wear options, promotes school pride through grade-level colors, and creates a strong presence at school events.

Key Responsibilities

Vendor Liaison

- Act as the main contact with **1st Place Spirit Wear**.
- Stay updated on sales timelines, promotions, and fulfillment status.
- Share updates with the Executive Board to keep the PTA informed of ongoing sales and trends.

Promotion & Marketing

- Promote all spirit wear sales through PTA communication channels, including newsletters, social media, and flyers.
- Highlight **grade-level spirit wear colors** to encourage consistency for field trips and school events.
- Collaborate with Publicity to ensure marketing materials are timely and engaging.

Event Presence

- Set up and staff a **spirit wear display at each major school event** (e.g., Meet the Teacher, Open House, Family Nights, Fall/Spring Festivals).
- Provide ordering instructions and answer questions from families at events.
- Showcase samples when available to encourage purchases.

Reporting & Administration

- Monitor sales reports provided by **1st Place Spirit Wear**.
 - Share high-level updates with the Executive Board, including sales trends and participation.
 - Keep records of event displays and promotion strategies for future planning.
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Event & Seasonal Duties

Summer / Beginning of Year

- Coordinate with **1st Place Spirit Wear** to confirm back-to-school sales and promotions.
- Prepare a spirit wear display for Meet the Teacher and early-year events.
- Work with Publicity to launch initial promotion of spirit wear and grade-level colors.

Throughout the Year

- Promote spirit wear during all PTA and school-wide events.
- Regularly share reminders about ordering deadlines, shipping windows, and promotions.
- Ensure grade-level spirit colors are highlighted before field trips and key events.

End of Year

- Share sales outcomes and trends with the board.
- Provide recommendations for improving displays and promotion strategies.
- Assist in preparing onboarding notes for the next Spirit Wear Coordinator.

Time Commitment

- **Average:** 1–2 hours per week for vendor communication, marketing, and event display prep.
- **Peak Times:** Higher workload during back-to-school season, fall events, and spring promotions.