

Merchandise Sales Coordinator

Purpose:

To oversee the development, sales, and distribution of PDCA-branded merchandise, creating a revenue stream to support the organization's initiatives while increasing visibility and engagement within the diving community.

Responsibilities:

Merchandise Development and Inventory Management:

1. Design and Selection:

- Collaborate with designers and vendors to create high-quality PDCA-branded merchandise, including apparel, accessories, and promotional items.
- Ensure merchandise aligns with the PDCA's branding and appeals to diverse audiences within the diving community.

2. Inventory Oversight:

- Manage inventory levels to ensure popular items are always in stock while avoiding overproduction.
- Track merchandise trends to adjust product offerings based on demand and feedback.

Sales and Marketing:

3. Sales Strategy Development:

- Create and implement strategies to increase merchandise sales through online platforms, in-person events, and competitions.
- Explore opportunities for pre-order campaigns or limited-edition merchandise to generate excitement.

4. Promotional Campaigns:

- Work with the PDCA marketing team to promote merchandise on social media, newsletters, and the PDCA website.
- Highlight new products, sales, and seasonal items to boost visibility and engagement.

5. Event Sales:

- Set up merchandise booths at PDCA events, diving competitions, and camps to maximize in-person sales.
- Train and coordinate volunteers or staff to assist with event sales.

Customer Relations and Support:

6. Customer Service:

- Ensure a positive purchasing experience by responding promptly to customer inquiries and resolving any issues related to orders or products.
- Collect feedback from customers to improve products and services.

7. Membership Engagement:

- Encourage PDCA members to represent the organization by wearing branded merchandise.
- Offer member-exclusive discounts or perks to increase membership value.

Financial Management:

8. Revenue Tracking:

- Monitor merchandise sales and report revenue to the PDCA board regularly.
- Work with the PDCA Treasurer to ensure accurate financial tracking and compliance.

9. Cost Management:

- Negotiate with suppliers to secure competitive pricing and maximize profit margins.
- Minimize overhead costs by exploring bulk production or dropshipping options where applicable.

Innovation and Growth:

10. Expanding Offerings:

- Research trends in sports merchandise and introduce new product lines that appeal to the diving community.
- Explore eco-friendly and sustainable merchandise options to align with modern values.

11. E-commerce Optimization:

- Manage and optimize an online store platform for seamless purchasing and improved user experience.
- Incorporate features like “featured products,” bundling discounts, and automated promotions.

Qualifications:

- Experience in retail, sales, or merchandise management.
- Strong organizational and project management skills.
- Familiarity with e-commerce platforms (e.g., Shopify, WooCommerce) and online sales strategies.
- Creativity and attention to detail in product design and branding.
- Strong communication and customer service skills.
- Passion for diving and an understanding of the PDCA’s mission is a plus.

Reporting:

The Merchandise Sales Coordinator will report directly to the PDCA Treasurer and provide regular updates on merchandise development, sales performance, and revenue generation.