POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Merchandise Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Unit</td>
<td>eCommerce/Supply</td>
</tr>
<tr>
<td>Home Department</td>
<td>Marketing and Brand</td>
</tr>
<tr>
<td>Location</td>
<td>Chevy Chase, MD</td>
</tr>
<tr>
<td>FLSA Status</td>
<td>Exempt</td>
</tr>
<tr>
<td>Full-Time or Part-Time</td>
<td>Full-Time</td>
</tr>
<tr>
<td>Telecommuter Status</td>
<td>Position not Eligible for Telecommuting</td>
</tr>
</tbody>
</table>

Mission
4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations, and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System, and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Position Summary
4-H seeks an experienced Merchandise Manager to manage eCommerce’s curriculum and general merchandise, inventory; manage and maintain good vendor relationships, and product development processes. Additionally, the Manager will plan and develop merchandising strategies that balance customers’ expectations and Council’s objectives. The ideal candidate is expected to drive innovation in product offerings for both the curriculum and general merchandises.

Responsibilities
General Merchandise Inventory Management Duties
- Develop and create standardized product descriptions formats for the website; update product descriptions based on a new format and create new product listings as needed.
- Manage the general merchandise product development and sourcing process to enhance available selection and ensure relevance.
- Monitor and analyze sales trends to drive results and adjust product promotions/offers accordingly
- Manage vendor relationships, ensuring compliance with Council vendor policies.
- Collaborate with buyers, suppliers, distributors, and analysts to develop custom items; negotiate prices, quantities, and time-scales; and manage Council and industry requests for special and customized orders such as products, and events.
- Maintain inventory records and reorders, and follow up on related service/quality concerns.

Curriculum and Educational Kits Inventory Management Duties
- Manage curriculum and educational kits product descriptions on the website, including creating a standardized product descriptions format; update current product descriptions based on the new format, and create new product listings for new content (includes digital downloads).
- Maintain inventory of printed and electronic copies of all curriculum.
- Maintain curriculum inventory and ordering spreadsheets, recommend and approve inventory re-orders. Update pricing as re-orders result in cost increase.
- Manage product development and sourcing for the new curriculum and educational kits to enhance current selection and ensure relevance.
- Periodically review curriculum product offers and provide suggestions on the types of products/offers to discontinue, add, and, or revisit.
Manage the peer review process, work with authors to guide them through the peer review system; coordinate affiliate agreements on non-Council owned curriculum sold through Shop 4-H; source printed inventory.

Monitor the curriculum email account and respond to customer inquiries.

Play an active role in sourcing for the annual National Youth Science Day (NYSD) kits, monitoring inventory and sale progress, providing updates to the larger Council team, and participate in planning and coordinating team meetings.

**Merchandise Marketing Duties**

- In collaboration with the Marketing and Brand team, actively participate in the development of the Supply team’s product marketing plan.
- Prepare and submit marketing campaigns content and product images to the designated Marketing and Brand team member and Supply’s website manager.
- Provide marketing campaigns insight and support to ensure margins and inventory levels support proposed promotions.
- Provide new product sourcing updates to Shop 4-H and appropriate staff.
- Provide content to 4-h.org quarterly to ensure the Curriculum Resources page is up to date.
- Support the annual curriculum webinar series (review and upload presentation materials from authors, into the national webinar system; moderate sessions; and coach presenting teams).
- Assist with planning and executing promotional events. Manage assigned curriculum sales tasks.

**Skills and Qualifications**

- Bachelor’s degree in business management, marketing, or relevant discipline.
- A minimum of three to five years of proven experience working in merchandising and product sales development.
- A minimum of two to four years of experience actively developing product marketing plan.
- Experience monitoring and analyzing sales trends to drive results and adjust product promotions/offers.
- Up-to-date with the latest merchandising trends and best practices. Highly creative with experience identifying target audiences and devising campaigns that engage, inform, and motivate.
- Proficiency in MAS500 or similar financial software.
- Proficiency in MS Office applications (Word, Excel, Powerpoint, and Outlook) required.
- Excellent written, verbal communication and organizational skills, with the ability to prioritize and perform in a team-oriented environment.
- Must be able to work efficiently under stringent deadlines and juggle several assignments simultaneously.

**Travel Requirements:** Travel may be necessary for up to 15% of the time (local, regional, national) by air, car, and, or rail.

**Position typically has the following Career Ladder:**

- Senior Merchandise Manager
- Director
- Senior Director

**ADA Requirements:** This position operates in a hotel and conference services environment. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines. Mostly a sedentary role; however, some filing may be required.
- Requires the ability to lift files, open filing cabinets, and bend or stand as necessary.

*National 4-H Council is an Equal Opportunity/Affirmative Action Employer.*
• Basic math skills needed to calculate formulas, commissions, and discounts.
• Must be able to lift at least 10 pounds

### Competencies

<table>
<thead>
<tr>
<th>Competency</th>
<th>Level (Beginning, Proficient, Advanced, Mastery)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>Mastery</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Advanced</td>
</tr>
<tr>
<td>Initiative &amp; Innovation</td>
<td>Mastery</td>
</tr>
<tr>
<td>Collaboration &amp; Teamwork</td>
<td>Mastery</td>
</tr>
<tr>
<td>Customer Orientation</td>
<td>Mastery</td>
</tr>
<tr>
<td>Business Mindedness</td>
<td>Advanced</td>
</tr>
<tr>
<td>Spirit of Diversity &amp; Inclusion</td>
<td>Advanced</td>
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### Disclaimer
This position description indicates, in general, the nature and levels of work, knowledge, skills, abilities, and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to include or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other tasks as needed.

### Revision Date
10/22/2019