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**Position Description**

**Position:** Marketing Manager 2022

**Reports to:** Executive Director

**Work schedule:** Full time March through December

Part time January and February (20 hours per week)

**Educational requirements:** Minimum required is an Associate's Degree in retail management, accounting, marketing or a related field.

**Physical requirements:** Must be able to climb steps, bend, stoop, sit and stand for periods of time, walk up to two miles, lift and carry up to 50 pounds.

**Other requirements:** Must demonstrate excellent written and oral communication skills. Must be organized and detail oriented. Must possess excellent public relations skills and demonstrate the ability to develop positive relationships with a wide variety of people. Must possess computer skills and be proficient with point of sale (POS) software. Must demonstrate a passion for the historic preservation of lighthouses.

**Position purpose:** The Marketing Manager is responsible for marketing SPLKA to the public thought efficient management and planning. This position is responsible for the efficient management and operations of SPLKA's gift shop and online store. This position is also responsible for accurate accounting of all revenues from merchandise sold and tower tours.

**Responsibilities and Duties:**

1. Establishes and maintains positive relationships with SPLKA staff and the Association membership.
2. Establishes and maintains positive relationship with all vendors.
3. Orders merchandise for all of the gift shop(s).
4. Completes physical inventory of all merchandise at all lights, keeps track of back stock and organizes and stores it in consistent places so it is easily found.
5. Fixes bar-code problems as they arise and pricing issues that come up during sales.
6. Enters items into the computer as they arrive and generates price tags for merchandise. Works to make sure all merchandise is entered into the computer system.
7. Makes sure computer systems are set up to take credit card donations from our visitors.
8. Oversees, designs and implements attractive displays at all of our brick a mortar locations and Avenue on the Mall.
9. Ensures profitability of the gift shop(s).

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**Position Description**

10. Establishes and develops a vibrant/ robust and profitable on line gift store maintaining adequate stock to fill orders with daily shipping and packaging of products if needed.

**Deliverables:**

- a. Working with the Executive Director, developing online store sales level plan with quarterly sales goals.
  - b. Ensure all customer orders are shipped to customer within 3 days of customer order date.
  - c. Working with Executive Director developing goal for total number of products in the online store.
  - d. Ensure fewer than 5 items are out of stock at any time within the year.
  - e. Develop customer satisfaction survey that measures ease of use of online stores.
  - f. Ensure a comment box is included in the customer satisfaction survey.
  - g. Develops an online store performance report on store metrics, including sales levels vs. sales plan, number of satisfaction surveys completed, main theme identified as areas of improvement in satisfaction, actions from areas of improvement noted by on-line customers, dates of all e blasts with on line store link including average number of days from the customer order date to order shipping date, number of days on line store unavailable to store customers. On- line store report will be available to be sent out each month to the board in the board packet.
  - h. Ensures all SPLKA email blasts have a direct link to online store.
  - i. Develops e-blasts though out the year featuring merchandise available in the online store, this includes two holiday email blasts that are holiday giving specific with 10 products highlighted in each with link to the on line store.
  - j. Working with Office Administrator, ensuring online store functionality is operational every day. Office Administrator will check online store function every day and report to Marketing Manager any problems
11. Manages the Avenues End Mini Mall shop location. Setting up, restocking weekly, keeping the booth clean and clothing folded and presentable, retagging merchandise with mini-mall tags.
12. Tracks and reports all revenue from sales and tower tours at the lights and other venues.
13. Generates computer printouts at the end of the day/month/year and matches with deposits.

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**Position Description**

14. Preparing and publishing rack cards, all printing needs such as “I climbed” stickers for each lighthouse, open posters, event posters, walkway brochures, Tag lighthouse books and any other marketing material needed to promote SPLKA and our lights.
15. Works to make sure all of our marketing material’s i.e. rack cards, lighthouse brochures, etc. are placed at all four of SPLKA lighthouses, the Ludington, Hart and Muskegon County Chamber of Commerce Visitor centers, museums and other strategically placed locations, such as the State of Michigan visitor’s centers, for the visitors to pick up.
16. Troubleshoots computer problems, internet connection issues, and printer and software problems.
17. Trains volunteers in the use of the computer, I pad and procedures for closing out at the end of the day. Provides onsite updated manual for use of Ipad system Square and other gift shop tasks for reference by on- site volunteers.
18. Monitor the inventory in the SPLKA gift shops, rack cards, activity books, Coast Guard books, Michigan Lighthouse Maps, WMTA Circle tour maps, walkway brochures, Shoreline Guides, WMTA Booklets, brochures, etc. making sure that items are well stocked at each location.
19. Marketing Manager promotes SPLKA events, working with Operations Manager to make sure staffing requirements are met for lighthouses with evening concerts, Big Sable Bus Days, Ludington Friday night downtown activities and other events like Apple Fest in Silver Lake and the Michigan Lighthouse Festival
20. Fill in at site as needed to provide onsite keepers a day off.
21. Work with communities to promote SPLKA’s lights.
22. Works with Operations Manager on planning, coordinating and staffing events at the specific lighthouse.
23. Makes sure all deposits from the lighthouses are made in a timely manner at least twice per week.
24. Submits monthly board reports and newsletter articles as required by the Executive Director.
25. Develops budget proposals with the Executive Director for inventory and expenses.
26. Performs other related duties as assigned by the Executive Director.