



AthFest Educates

PO Box 327 - Athens, GA 30603

706-548-1973

www.athfesteducates.org

AthFest Music & Arts Festival Volunteer Position Description

Title: Merchandise Coordinator

Reports To: Event Coordinator & Executive Director

Summary

The Merchandise Coordinator is responsible for the procurement and sales of AthFest branded merchandise including (but not limited to), t-shirts, posters, beer mugs, tote bags, and hats. The Merchandise Coordinator sets up the merchandise booth, trains and manages volunteers selling merchandise, and prepares reports on expenses, revenue, and inventory.

Duties, Tasks, and Responsibilities

- Collaborate with Graphic Designer, Marketing Manager, and production vendors to design items for sale during AthFest including t-shirts, hats, posters, etc.
- Obtain final approval of designs from Festival Planning Committee.
- Determine the quantity of and order custom printed or manufactured merchandise items for sale during AthFest.
- Maintain inventory counts of ordered, received, sold, and unsold items.
- Assist the Volunteer Coordinator to determine the number and required skills of volunteers selling merchandise during AthFest.
- Setup/configure point of sale terminals before the festival.
- Train volunteers on the use of point-of-sale terminals and other merchandise procedures.
- Manage volunteers to setup, operate, and take down the AthFest merchandise booth.
- Secure inventory and point-of-sale terminals to prevent theft during the AthFest weekend when the merchandise booth is not operational.
- Generate reports on revenue from merchandise and inventory.
- Attend all AthFest planning meetings.
- Respond to internal email, text, or voice messages within 24 hours.

Qualifications/Special Skills

- Familiar with retail sales operations and procedures.
- Knowledge of consumer preferences.
- Flexible and adaptable to changing needs and conditions.
- Organized and proactive.
- Able to manage and direct up to 20 volunteers.
- Calm under pressure.

Physical Requirements

- Able to repeatedly lift and carry 25 pounds.
- Able to stand and walk for long periods of time (up to 14 hours per day).



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