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## **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).



**AthFest Educates**

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