

Event Merchandise Manager - Contract

THE ROLE

The Event Merchandise Manager is self-motivated and a seasoned doer, leading and executing events and tours with in-person merchandise sales. They are experienced in owning aspects of selling branded products on the road and at live events, specifically inventory management, shipping and logistics, POS management and reporting. In this position you will work alongside our event producers to design, plan, manage and execute the onsite merchandise sales experience.

WHO WE ARE

ADVOC8 is an experiential communications agency. We work with corporate brands, nonprofits and associations to tell their stories by transforming existing mediums into experiences that build lasting connections. We use the power of strategy based experiential storytelling to partner with brands boldly seeking to change perceptions, actions and beliefs. We prefer to push boundaries with our creative and innovate beyond the industry expected, while offering a fluid project management process. We build lasting relationships with our clients and consider ourselves extensions of their team. At ADVOC8, our approach to creativity is collaborative. All ideas are welcome, curiosity is encouraged and growth is a priority.

RESPONSIBILITIES

- Own the day-to-day planning of the event merchandise operation
- Project sales based on estimated attendances, inventory and contractual expectations
- Assist in developing and tracking the budget for the retail experience, logistical needs and staffing
- Coordinate and track shipments of inventory to storage and event sites
- Source, hire, train and supervise staff for the onsite retail experience and inventory management
- Work closely with ADVOC8's event producers and warehouse team to plan, manage and execute the event
- Establish reporting processes and templates for sales and inventory management
- Oversee the setup and deployment of the POS system and credit card processing
- Provide guidance on the design and implementation of the consumer journey and retail displays
- Advise and recommend system and process improvements to increase sales, mitigate risk and improve client satisfaction

SKILLS & QUALIFICATIONS

- 5+ years of experience in tour and/or event merchandising
- Proven management of events or tours with seven figure budgets, high inventory levels and significant attendance levels
- Experience working in an agency environment, communicating and presenting directly to clients and a demonstrated understanding of the client's business from a strategic level
- Strong financial acumen
- Experience interfacing with clients and working with high-profile brands

- Strong leadership and management skills of retail staff and brand ambassadors
- Broad knowledge of merchandise sales internationally including experience with customs processes, international payment processing and foreign vendor management
- Experience working with freight forwarders, shipping and logistics companies
- An expert at managing digital POS systems, variety of payment processors and tech hardware
- Proficiency in Google Workspace (Docs, Sheets, Slides)
- Strong and effective communicator with high level of accountability, transparency and proactiveness.
- Detail oriented, organized and efficient
- Well versed in experiential marketing, live events, pop-up retail environments
- Comfortable working in collaborative settings, including using a number of different platforms / tools
- Technological fluency. Familiarity and comfort with technology in general, specifically SaaS platforms / tools, and a desire to remain informed of current trends and improvements
- Confident in flagging concerns when appropriate, but consistently seeks creative solutions when challenges arise.
- Experienced in onsite production and logistical elements of events, such as driving box trucks, operating lift gates, pallet jacks, dollies, palletizing and loading trucks

CONTRACT DETAILS

- The contract will be from April 2022 - July 2022 with potential for extension throughout Fall 2022.
- Fully remote position, travel required for advance site visits and onsite event execution.
- Contractor will be responsible for the following projects:
 - Assistance planning pop-up store at (1) 3-day event in Berlin, Germany from July 1-3, 2022
 - Planning and onsite execution of pop-up store at (1) 3-day event in Seattle, WA from July 22-24, 2022
- Contractor must be available for 15-20 hours a week in April and May and 30-40 hours in June and July as well as the ability to be in-person in Seattle, Washington for at least two weeks in July 2022
- Compensation is commensurate with experience. Travel and incidental expenses will be reimbursed.

We have transitioned from a once Washington DC based agency to being Washington DC born. This position is not location-based, however travel will be involved. Candidates must be legally authorized to work in the US, at this time we are not able to provide sponsorship.

ADVOC8 is an Equal Opportunity Employer, committed to achieving a diverse workforce and prohibits discrimination and harassment of any kind: ADVOC8 is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at ADVOC8 are based on business needs, job requirements and individual qualifications, without regard to age, race, color, religion, age, national origin, ancestry, disability, marital status, gender, sexual orientation, gender identity, gender expression, veteran status, or any other status protected under federal, state, or local law. ADVOC8 will not tolerate discrimination or harassment based on any of these characteristics.