Position: Website & Wholesale Operations Manager

Responsibilities:
The Website & Wholesale Operations manager plays a vital role in the success of the University Bookstore, The Red Zone and all of the University Bookstore retail and wholesale operations. This position is essential to maintaining a positive, ongoing relationship with the campus community, the general public and with the online community. The candidate for this position is primarily accountable for achieving profitable sales results by effectively managing the day to day operations of the Bookstore and Red Zone website, and will be responsible for identifying and working directly with potential wholesale partners and helping to develop a marketing plan. This person will oversee site standards, keep the site up to date and monitor its performance. He/She will work closely with other department leaders, external agencies and the marketing staff of our organization. The Website and & Wholesale Operations Manager will identify and develop relationships with target wholesale and interdepartmental customers. The candidate will travel to various locales around Acadiana and build on existing and new retail accounts throughout the area through effective business development activities and client relationship management. The candidate will serve as a point of contact for the wholesale customer regarding any product / merchandise related issues. Everyday jobs included in this position are, but are not limited to, responding to both website and wholesale customer inquiries about merchandise and other issues as they arise, and conferring with department clerks and supervisors regarding concerns, opportunities and goals in their respective areas in regards to web sales. He/she will establish effective communications within the store through department visits and weekly staff meetings. The candidate will also communicate, meet and work with university department chairs and faculty on a yearly basis to maintain a good working relationship, assess the Bookstore’s campus wide performance and oversee the increase of interdepartmental sales. Keeping up to date with market trends and reacting to changes in demand are key elements of the role. He/she will monitor the internet for brand related topics of conversation and assist the Director in developing marketing programs to increase sales and promote the website as an integral part of the Bookstore and Red Zone brand, and perform other related duties as assigned by the Director.

Desired skills demonstrated by the Website & Wholesale Operations Manager include excellent verbal and written communication skills and “people” skills, the demonstrated ability to lead and motivate employees toward a common goal and the ability to work independently with little direction. The candidate should be willing to cope with unexpected calls on their time which might upset earlier schedules, as well as the harried and unpredictable nature of the job. He/she should be positive, dedicated and understand how to inspire dedication, have a high level of maturity and time management skills, and keep goals in sight in the midst of pressure. He/she must possess an ability to exercise independent judgment, be articulate when delegating tasks and have good multi-tasking and leadership skills, and have effective communication skills, demonstrating interpersonal skills using tact, patience and courtesy. The candidate should work well under pressure to accomplish a goal with the ability to integrate emerging technologies and knowledge where they can be utilized to gain better efficiency and improve the University’s retail economy. Managing change is a key skill of the Website & Wholesale Operations Manager and he/she should possess the
ability to perform effectively in a fast paced environment wherein a certain degree of creativity and latitude is required.

Qualifications:

The ideal candidate will possess:

- Bachelor’s degree preferred.
- 3 years business administrative/management and/or retail experience preferred.
- Web experience preferred.
- Outside sales experience a plus.
- Excellent communication and interpersonal skills.
- Strong knowledge of and aptitude with office-related software such as Windows XP and Windows 7, with proficiency in Microsoft Office programs.
- The willingness and ability to learn new software.
- Knowledge of principles and practices of retail operations, cash management, business management and customer relations.
- Physical inventory management and control.
- Budget preparation and control.
- Principles and methods of supervision and training.
- Demonstrated ability to interact positively with both internal and external constituencies
- Possess an excellent record of attendance, reliability, initiative and personal appearance in previous positions.

Salary:

Salary is competitive and commensurate with qualifications, experience and proven ability. The holder of this position is an employee of the State of Louisiana and as such enjoys a generous benefits package.

Starting Date: ASAP

Applications:

For initial consideration, applicants should include: a) a letter that demonstrates the candidate’s understanding the position and how his/her background meets the position criteria; b) a comprehensive resume, c) three to five references.

Applications should be mailed to:

Tim McFarland, University Bookstore Director
P.O. Box 41209
Lafayette, LA 70504.

Questions may be directed to Tim McFarland via email: bookstore@louisiana.edu