Job Title: Club Merchandise Coordinator

Organisation: Reynella Football Club

Reports To: Club President

Position Overview

The Club Merchandise Coordinator is responsible for managing all aspects of the club's merchandise program, including ordering, stock control, sales, and promotion. This role ensures members and supporters have access to quality club-branded apparel and products, while maintaining profitability and strong customer service.

Key Responsibilities

Merchandise Planning & Ordering

- Source and order club merchandise, including apparel, accessories, and promotional items.
- Liaise with suppliers to ensure timely delivery and quality standards.
- Maintain accurate records of orders and supplier agreements.

Stock Management

- Monitor inventory levels and manage stock control.
- Conduct regular stocktakes and report discrepancies to the Treasurer.
- Ensure merchandise is stored securely and organized for easy access.

Sales & Customer Service

- Manage merchandise sales at the clubrooms on match days and events.
- Process payments accurately and maintain sales records.
- Provide excellent customer service to members and supporters.

Online Store Management

- Maintain and update the club's online merchandise store (if applicable).
- Ensure product descriptions, pricing, and availability are accurate.
- Coordinate shipping or pickup arrangements for online orders.

Marketing & Promotion

- Work with the Media & Communications Manager to promote merchandise via social media and newsletters.
- Create seasonal campaigns and special offers to boost sales.
- Ensure merchandise displays are attractive and aligned with the club's branding.

Financial Accountability

- Track income from merchandise sales and report monthly to the Treasurer.
- Assist in setting pricing strategies to ensure profitability.
- Provide accurate records for audits and financial reviews.

Event Support

- Organize merchandise stalls at major club events, such as presentation nights and community days.
- Prepare promotional packs for sponsors or special occasions.

Skills & Attributes:

- Strong organizational and time-management skills.
- Good communication and customer service abilities.
- Basic financial and record-keeping skills.
- Creativity for marketing and display ideas.

Qualifications:

- Previous experience in retail or stock management (desirable but not essential).
- Working With Children Check and Police Clearance (mandatory).