

Visitor Engagement & Communications Coordinator

Full-Time: 37.5-40 hours/week

FSLA STATUS: Non-Exempt



RESOURCE DEPOT

REPORTS TO: Executive Director

JOB SUMMARY:

The Visitor Engagement & Communications Coordinator oversees the daily front desk operations in regards to promoting visitor engagement and retail sales for Resource Depot. Ensures excellent visitor relations by developing and executing strategies to provide a top-notch visitor experience.

GENERAL DUTIES & RESPONSIBILITIES:

Daily Operations & the Visitor Experience

- Manage the day-to-day operations of the front desk including acting as Manager-on-Duty, providing support and supervision to the Visitor Services Associate. Delegates tasks to Visitor Services Associate to ensure daily processes and procedures are completed with a high level of accuracy and efficiency.
- Oversees customer service standards and staff training of Front Desk staff and/or volunteers. Monitor and report on monthly revenue, conversion, and renewal goals for Membership & Shopping Program per annual budget and strategic plan.
- Oversees retail operations with respect to TreasuRE inventory/display/transactions and all online sales.
- Reconciles daily cash drawer report at the end of each day, preparing bank deposit; immediately reports discrepancies to the Executive Director.
- Oversees Resource Depot's shopping and membership program, including Point of Sale System, identifying opportunities for growth, and executing tactics to increase conversion and renewal rates.
- Creates and executes strategies to meet Resource Depot's Membership & Shopping Program budgets (bin pass, frequent shoppers, TreasuRE patrons and members)
- Collaborates with the Materials Marketplace and Education staff to continually improve the onsite visitor experience, including creating member exclusive events and programs that increase the value of membership and membership renewal rate.
- Ensure a welcoming experience is created for all visitors by resolving visitor issues in a timely and effective manner.

Communications & Community Relations

- Ensure that core themes and messages are delivered consistently to targeted audiences in a manner that is in keeping with the Brand of Resource Depot and meets the needs and expectations of specific audiences.
- Supports external communication to all media outlets concerning Resource Depot programming and events.
- Create editorial content for print, web and social media postings, including materials for public information or organizational use, in coordination with strategic staff.
- Oversee the production of printed publications, including writing copy for materials such as newsletters, appeal letters, flyers, brochures, and signage.
- Produce and maintain mailing lists based on specific criteria, including the development and engagement of potential leads, stakeholders and media contacts for disseminating information.
- Represent Resource Depot in community presentations and engagement events to increase public knowledge and cultivate support of Resource Depot in the community.
- Develop and maintain donor and member stewardship program for recognition and cultivation.
- Maintain Resource Depot's contact list of contacts, members and donors by actively analyzing, seeking and identifying potential for growing individual and corporate support and engagement.
- Participates in and seeks community partnerships to have an effective interaction with the community.
- Assist in the coordination and implementation of fundraising, outreach events or special projects.

SCHEDULE:

I have read and understand this job description and hereby certify that I am qualified to perform this job, with or without accommodation.

Print Name

Signature

Date

This is a non-exempt, full-time position with a schedule built around current shopping days, Tuesday-Saturday. Schedule may vary occasionally due to special events/programs outside of normal business hours.

WORKING CONDITIONS:

- Location of work is primarily at the Front Desk located in the Materials Marketplace.
- Must be able to work a schedule which will include work hours scheduled in the evenings and weekends
- Occasionally physical effort will be required to move objects, sometimes greater than 60 lbs.

QUALIFICATIONS:

- Bachelor's degree. 1+ year's work experience with developing, maintaining, coordinating and/or carrying on promotional events, internal informational programs or public information programs preferred.
- Allow for a flexible schedule to support evening events, weekends, or busy periods as needed.
- Previous experience with non-profits a plus.

The ideal candidate will be an enthusiastic individual with customer service and general administrative experience working in a professional setting. The candidate should work well as part of a team and also be friendly, self-directed, conscientious, punctual, dependable, and organized. Candidate must possess the ability to multitask and work well with a variety of personalities, while maintaining a positive attitude even in highly stressful or time sensitive situations. Excellent organizational, time management and administrative skills as well as an ability to work well with the public are also essential. Strong communication skills (both written and verbal) and superior organizational skills with attention to detail are required. Intermediate level of proficiency with computers and in MS Office (Word and Excel) and Social Media platforms is also necessary. Experience with POS Systems/Square Register a plus. Must possess a valid driver's license and good motor vehicle record. Commitment to mission of Resource Depot is valued.

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