



# WESTERN PACIFIC RAILROAD MUSEUM

	SECTION <b>VOLUNTEER/EMPLOYEE POSITION DESCRIPTION</b>	SUBJECT <b>Museum Store Manager</b>
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**Position Title:** Museum Store Manager

**Description/Purpose of Assignment:** The Volunteer/Employee, Museum Store Manager supervises volunteers/employees and provides direction, coordination, to operate and promote the WPRM Museum Store and eCommerce site with a goal toward ever improving sales, environment, communication and customer experience. To promote the WPRM and provide answers and information to visitors. To oversee and manage salesperson(s) and store stock orders in conjunction with Society financial goals. Overall management of the store

The position manages the museum store while working in an unstructured environment with numerous interruptions throughout the day.

The volunteer manager reports to the President or Vice-President of the FRRS.

In the absence of the President or Vice-President, the museum store manager may report to the general superintendent and/or the Secretary.

As a minimum, the museum store manager must maintain current knowledge of the FRRS museum store operating procedures, policies and procedures and the volunteer manual.

This position is vital to the museum and requires patience and strong attention to detail.

**List of Tasks:**

To promote and manage WPRM store sales and assist visitors and members in purchasing store items. This includes:

- Supporting the established mission of the FRRS
- Knowledge of retail products, Run A Locomotive plans and gift certificates, memberships, donations and any other items being sold through the WPRM physical and on-line store with the goal of driving sales.
- Improving and maintaining the store and its surroundings.
- Assisting with annual inventory.

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- Providing feedback and information to the President, Vice-President regarding inventory needs, sales trends and new stock ideas.
- Providing a positive visitor experience.
- Operating in compliance with local, state and federal laws and codes, and for the greatest benefit of the members and visitors.
- Managing store operational requirements by scheduling and assigning employees; following up on work results.
- Managing time recording and reporting, and all procedures relating to pay for Salesperson(s) and Manager.
- Maintaining and improving store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
- Achieving and reporting financial objectives by preparing an annual budget and store report for the FRRS Board of Directors, the President and Treasurer.
- Scheduling expenditures, analyzing trends and variances and initiating corrective actions to manage cashflow in response to seasonal needs.
- Managing and maintaining paper and cleaning stocks as needed for the facility as a whole.
- Formulating pricing policies by reviewing merchandising activities, determine additional needed sales promotion, authorize clearance sales, understand sales velocity for products.
- Be up to date on job description and duties with knowledge that this document is subject to review and modification by the Board with notification in writing to affected persons.

## **Other Areas of Responsibility**

- Be a source of reliable information to all WPRM visitors and volunteers.
- To help coordinate orders received and properly stock received materials.
- To handle deliveries to the Museum.
- Work with off-site sales programs and committees.
- Maintain good work habits and discipline among store employees.
- Update and maintain sales related aspects of WPRM on-line commerce.
- Prepare monthly reports to FRRS Board and column for Train Sheet.
- Handle staffing decisions in consultation with the President and Vice-President, including hiring and firing.

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- Other duties as assigned by the President and / or Vice-President.

### **Activities**

- Welcomes customers by greeting them; assisting them.
- Maintain the gift shop. Tasks include arranging items on shelves, making sure that all items have price tags.
- Keep Museum Store area tidy and clean.
- Maintain soda machine daily and ensure it is cleaned and operating as per instructions and SOP. This includes stocking ice, clearing drain and checking operation.
- Ensure that all food products are within product use date and appear saleable.
- Accepting material and monetary donations as per museum historical/archive policies.
- Report any malfunctions, order errors and other issues to the President and / or Designated Supervisor as well as appropriate vendor / supplier.
- Directs customers by escorting them to racks and counters; suggesting items and up-selling when the opportunity arises.
- Advises customers by providing information on products.
- Helps customer make selections by building customer confidence; offering suggestions and opinions.
- Processes payments by totaling purchases; processing checks, cash, and store or other credit cards, count donations from various donation boxes on site on a weekly basis or more as needed. Balance cash drawer at start and end of day, completing drawer counts and associated paperwork accurately.
- All paperwork, transactions and documents must be completely accurately and clearly.
- Keep restrooms and trash cans clean.
- Keeps clientele informed by notifying them of preferred customer sales and future merchandise of potential interest.
- Contributes to team effort by accomplishing related results as needed.
- Refer to the SOP for the Museum Store.
- Perform marketing and promotion (including clearance) of merchandise.
- Ensure markdowns, write-outs and other budget management processes are performed properly.

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- Oversee budget / sales reports delivered to FRRS bookkeeper.
- Other duties as assigned by the President and / or Store Operations Supervisor.

Other duties may be assigned as appropriate.

**Outcomes/Goals:** The volunteer will know the assignments of a museum store manager and will have performed them successfully according to acceptable museum policies and procedures

Proficient in basic computer applications, such as word processing, spreadsheets, and internet usage  
 Record keeping skills (for admissions and marketing)  
 Organization and planning skills

**Reporting:** All volunteers/employees are expected to maintain a time log of hours worked. This log will remain in a location described from time to time by the president. The president, vice-president or general superintendent may request additional reports, such as progress reports.

**Time Commitment:**

**Hours Required**

- Approximately 16-30 hours per week.
- Workday is 7 to 7.5 hours with 30 minute unpaid lunch break and 15 minute breaks every four hours worked.
- Museum opens at 10:00 AM, arrival should be at 9:45 AM. Close is at 5:00 PM. Close down procedures should begin at 5:00 PM unless advised to do so earlier by Store Operations Manager, Store Operations Supervisor or President. Salesperson(s) can leave once daily count/paperwork is complete and building secured. Should volunteers remain on the property after salesperson(s) locks up the Museum Store, salesperson(s) should notify one or more of said volunteers they are leaving for the day, and that those volunteers will be responsible for securing the property prior to their departure or retiring for the evening.

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- Applicable laws, generally covering any hours beyond 8 in a single day, or 40 in a single week, govern overtime.

### **Qualifications Needed:**

- Previous supervisory experience helpful.
- Ability to work well with diverse populations
- Ability to communicate effectively both orally and in writing
- Knowledge of the Western Pacific Railroad history or willingness to learn
- Knowledge of resources for information on applicable codes and laws
- Understanding of preservation ethics and the history/usages of the FRRS facility
- Be able to work well and effectively with volunteers
- Be able to politely and clearly communicate with visitors and members and provide answers to their inquiries.
- Ability to create and track budgets and expenses.
- Vendor relationships.
- Capable of strategic planning and problem solving.
- Self-motivated.
- Computer Literacy including use of point of sale systems, MS Word, MS Excel and internet; Listening Skills, Excellent Customer Service Skills, Ability to Meet Sales Goals, Selling to Customer Needs, Product Knowledge, People Skills, Positive Energy Level, Dependability, Math Skills (some accounting knowledge helpful), Excellent Verbal Communication, Job Knowledge.

### **Training Required**

- Store operations
- Orientation to the Western Pacific Railroad Museum's Policies and Procedures
- Crisis Management Plan or other emergency procedures
- Health & Safety procedures applicable to the Store
- RAL and Museum Store Operations

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All volunteers/employees are required to attend the annual training. Volunteer/Employee manager must attend a formal training session and may be required to present the training to store volunteers/employees, along with a focus on proper handling of volunteer duties. Other topics of instructions should include railroad equipment and handling of museum equipment.

## **Travel Required**

- Must be available for special events
- May be required to attend off-site activities

The ability to write neatly and legibly is preferred.

There is one class of the assistant roadmaster position:

1. Volunteer Manager

Other documents:

- Museum Store Operations Manual
- FRRS Policies and Procedures
- Volunteer Manual

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