



Title: Director of Retail  
Reports to: Deputy Director  
Department: External Affairs  
Start: Summer 2022  
Job Type: Full-time (5 days/week)

The American Folk Art Museum is seeking an experienced Director of Retail with experience in strategy, business success, and management in a retail environment. The position is responsible for leading all projects related to retail strategy, store design, product development, and more.

Thoughtful and creative experts in merchandising, product launches, ecommerce, and special projects such as installations and technology transitions are encouraged to apply. Viable candidates will have a track record of managing a team with diverse talents. A passion to find, develop, and sell products, and a desire to create engaging and interesting retail experiences for an audience are a must.

The Director of Retail will be a member of the External Affairs' Leadership Team and will join a high-achieving and creative group that includes the Museum's Director of Design, Director of Publications and Editorial, and Manager of Communications and Marketing, respectively.

In addition to managing the Retail Team at the Museum's location at 2 Lincoln Square on Manhattan's Upper West Side, the Director of Retail will bring vision and strategy to the Museum's e-commerce business. The Director of Retail will collaborate with teams across the Museum, Development, Curatorial, Operations, and the Director & CEO's Office. In particular, the Director of Retail will work closely with the Museum's Chief Finance Officer on key functions including inventory management, budgeting, and alignment with software, systems, maintenance of records, financial reporting, and other business operations.

**Duties and Responsibilities:**

- Responsible for Museum shop operation, inventory, licensing, and all other retail work in support of AFAM's mission
- Develop retail goals, use data and metrics to measure success, and manage an annual budget
- Selects all merchandise in alignment with the Museum's mission and strategic goals
- Oversees all ordering and purchasing for the shop and works closely with Museum staff to select items that complement exhibitions, publications, programs, and key AFAM initiatives
- Initiates graphic reproductions, product development as a way to generate and maximize funds
- Supervises and schedules staff and volunteers

- Collaborates with Design and Editorial staff on shop graphics and messaging
- Manages the arrangement of stock and displays, selling procedures, product pricing, and inventory control
- Conducts an annual physical inventory and reconciliation with the Finance Department
- Is responsible for control of cash, cash deposits, credit card transactions, etc.
- Performs other duties as assigned.

### **Qualifications:**

- Minimum of 5 years' experience in retail, sales, hospitality, customer service, and/or sales or an acceptable equivalent combination of education, training, and experience
- Experience with personnel and budget management, staff development and training, team building, and ability to work productively and collaboratively with all levels of management and staff
- Empathetic and positive attitude and demeanor with exceptional communication skills, in both public-facing and internal meetings, presentations, and discussions
- Must be a responsive team member
- Ability to work independently with attention to detail, initiative, and follow through
- Skill in managing vendors, suppliers, and contractors, including competitive bidding, negotiating pricing and contract terms
- Experience in supervising and training staff
- Ability and willingness to work a flexible schedule including weekends, evening, and holidays as needed

### **Salary & Benefits:**

- Salary of \$Aprrox 85K/annually, full-time (5 days/week)
- The American Folk Art Museum offers a robust Employee Benefits Plan, including fully paid single health insurance, generous Paid Time Off, and discounts on local transit passes

### **To Apply:**

- Application Deadline: Please submit a resume to [publicrelations@folkartmuseum.org](mailto:publicrelations@folkartmuseum.org) by **July 20, 2022**
- Interviews will be conducted virtually

### **Equal Opportunity Employer**

The American Folk Art Museum provides equal opportunity to all employees and applicants for employment without regard to race, color, religion, creed, sex, sexual orientation, national origin, ancestry, age, mental or physical disability, pregnancy, alienage or citizenship status, marital status or domestic partner status, genetic information, genetic predisposition or carrier status,

gender identity, HIV status, military status and any other category protected by law in all employment decisions, including but not limited to recruitment, hiring, compensation, training and apprenticeship, promotion, upgrading, demotion, downgrading, transfer, lay-off and termination, and all other terms and conditions of employment.