**Title:**  Brand Operations Manager

**Profile:** The Brand Operations Manager is also responsible for planning and executing inventory procurement in a way that controls operating costs, minimizes on hand inventory levels, and maximizes revenue and profit for on-property shops and the online shops;.  The Brand Operations Manager will work closely with Accounting, Operations and with Brand Services. Daily activities are to be guided by the goal of sourcing quality products at the best possible cost, effectively managing inventory levels, maintaining compelling product assortments that reflect the 21c brand; providing support to the retail operations at each property and online; and servicing21c team members and the 21c guests.

**Reports To:** Chief Operating Officer

**Responsibilities/Duties:**

**Accounting:**

* assist with development of pre-opening OS&E budgets and retail assortment plans and open-to-buy budgets based on each property’s approved annual budget
* execute, process, track, and organize all gift shop purchase orders from entry into the system through delivery; communicate with property teams, ensuring they are aware of changes to the assortment, open orders and expected delivery dates and informed of any late deliveries
* produce and distribute bi-monthly reports; provide ad hoc reports upon request;
* analyze monthly inventory and sales reports from each property; understand best/worst sellers and the nuances that set them apart; publish monthly reporting
* ensure that all online inventory is neatly organized by category
* perform monthly physical counts of online inventory
* review property inventory reports for accuracy
* communicate discrepancies timely to Chief Operating Officer and the property to ensure accurate financial statement reporting
* create and update SOP’s related to inventories and purchasing
* monitor properties adherence to 21c purchasing vendor requirements and assist in solving issues
* spot check retail prices in POS and on inventory sheets
* consistently communicate with property employees overseeing the gift shops
* ensure the accounting principle of matching of expenses and revenues are in place with the gift shops

**Operations:**

* Lead team in specification, sourcing, procurement and delivery of OS&E and printed collateral for new properties
* Ensure adherence to project budgets and installation schedules for OS&E
* Assist operating properties in the sourcing of new or replacement products as necessary
* maintain organized archive of specifications, sample library, and vendor files
* provide support in managing overall merchandise flow for all on-property shops as well as the online shops through careful planning of inventory procurement
* enter and maintain product information for ecommerce sites
* process and fulfill all ecommerce orders in a timely manner
* respond to customer inquiries and manage customer communication as appropriate

**Brand Services / Retail:**

* create unique and timely product assortments that meet or exceed sales volume and profit objectives for on-property shops and online
* work with the Brand Services team and with Market Specialists to understand market needs and consumer preferences; develop marketing plans to promote sales at on-property shops and online development.
* monitor shop merchandising; create visual merchandising guidelines;
* liaise with property team: provide product knowledge and features & benefits information; communicate promotional initiatives and visual merchandising guidelines to property teams
* lead product development of exclusive retail products; negotiate pricing; oversee production and delivery
* oversee product photography and new product setup and maintenance in POS system and online

**Qualifications:**

* demonstrated ability to build collaborative relationships with property teams and vendors
* ability to digest information in order to make assumptions and develop insights on shop profiles by product category in order make product assortment recommendations based on regional and demographic nuances and product trends
* demonstrated understanding of the 21c customer and the ability to select the appropriate product for a 21c assortment
* fundamental understanding of retail math and general accounting principles
* excellent written and verbal communication skills
* excellent organizational skills and strong attention to detail
* high sense of urgency, good follow up skills, and ability to manage multiple competing priorities
* experience with Microsoft Office and the ability to learn new computer systems quickly
* retail experience preferred

**Education / Formal Training:**

* Bachelor’s Degree
* 3-5 years of relevant experience

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