

Lead Retail Sales Associate

Reports to: Brenda Castillo Sanchez, Manager, Retail Sales & Merchandising

Department of Labor Classification: Full Time, Non-Exempt

Our Commitment

Forever Balboa Park is committed to providing an inclusive and welcoming environment for all members of its staff, visitors, volunteers, subcontractors, vendors, and donors. We do not and shall not discriminate on the basis of race, color, religion, creed, gender identity, gender expression, age, national origin or ancestry, disability, marital status, sexual orientation, or military status, in any of our activities or operations. These activities include but are not limited to hiring and firing of staff, selection of volunteers and vendors, and provision of services.

Position Description

The Lead Retail Sales Associate facilitates the sale of merchandise in the Visitors Center Gift Shop with some additional leadership responsibilities.

Lead Sales Associate (30%)

Mentor and supervise part-time retail staff. Ensure restocking is complete at the end of the day. Ensure proper closing of registers and balancing of sales. Serves as staff leader for Retail and/or Visitor Services in absence of management. Organizes staff scheduling for annual inventory event. Assists in ordering merchandise and checking in products upon delivery. Prepares weekly bank deposit and ensures cash registers have sufficient change.

Retail Sales and Merchandising (70%)

Responsible for ringing up sales on the gift shop cash register, and opening and closing of cash registers at the beginning and end of the shift. Perform a credit card settlement through the POS and credit card processing systems. Manage stock of products on the gift shop floor. Restock gift shop stockroom and gift shop displays as needed. Maintain appealing product display through merchandising techniques. Keep products and display areas clean and dust-free. Interact with customers in a pleasing, polite and professional manner, which may include providing park information and suggestions. Perform returns on merchandise as appropriate. Sell or upsell products as appropriate. Sell tickets to attractions and keep accurate count of ticket stock. Practice industry security and loss prevention measures. Tag merchandise with price tags.

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Key Performance Metrics

- Opening and closing of cash registers on time and with minimal to no discrepancies
- Accurate ticket counts
- Orders placed for retail items are timed to avoid overstocking or depleted stocks
- Deposits are prepared in time for weekly courier service
- Incoming inventory is counted in, priced and tagged in a timely manner
- Visitors Center and Gift Shop is locked, alarmed and secured at the end of each shift

Education and Experience

- High School Diploma.
- 3 – 5 years' experience in retail sales
- Customer service supervisory experience is a plus.
- Knowledge of POS systems and inventory management.

Competencies, Skills, and Abilities

- Superior customer service and communication skills
- Takes initiative to solve problems
- Ability to lead other team members and mentor new employees
- Comfortable working in a sometimes hectic and crowded environment
- Can foresee problems or challenges and takes action to resolve or avoid them
- Competent in product merchandising techniques
- Strong passion for the mission of the organization and knowledge of Balboa Park.

Physical Requirements

- Must be able to lift 40 lbs.
- Some bending, stooping, and kneeling
- Standing for significant time at the cash register
- Ability to communicate orally and written
- Visual acuity to perform tasks
- Ability to receive detailed information through oral and written communication. This job description is intended as a guide to the general job responsibilities and is not inclusive of all everyday duties the employee is expected to perform.