



Job Description

TITLE: **Bookshop Manager**
I REPORT TO: **Administrator**
REPORTING TO ME: **Bookshop Assistant**
CATEGORY: **Administration**
LAST UPDATED: **August 2018**

Job Summary

The Bookshop Manager is responsible for providing strategy, development and guidance, forming sales channels and building sales teams as well as managing the daily operations, planning, directing, and overseeing volunteers.

The manager is also responsible for determining the demand for the various bookshop products and its competitors and identifying potential customers; directing the distribution of books to customers, coordinate sales distribution and developing stock and pricing strategies, maximizing profits through increased sales and ensuring customer satisfaction.

Main Roles and Responsibilities

Operations

Determine volunteer requirements, and interview, engage and train new volunteers.

- Coordinate other departments' books requirements.
- Direct, coordinate and implement the bookshop's strategic plan, financial and budget activities to fund operations and increase profitability.
- Oversee all bookshop sales, CD production, and all daily routine work.
- Review bookshop sale figures, activity reports, and other performance data to measure productivity, goal achievement and determine areas needing adjustments and improvements.
- Manage and maintain a profitable bookshop master list and one in line with the church's theology and continuously proclaims the church's' doctrines and teachings.
- Produce weekly sales reports.
- Maintain accurate and current standard operating procedures in light of the above operations.
- Ensure bookshop daily requirements such as CD printer, Ink cartridges, CDs, CD sleeves, till rolls, airtime etc. are always available to avoid any disruption in operations.
- Responsible for full customer service satisfaction for both retail and whole sale customers.

Inventory Management

- Ensure the bookshop has sufficient stock for sale at all times.
- Ensure that no item on the master list run out.
- Ensure the activities surrounding receiving and storing books and bookshop items are efficiently handled.
- Ensure accurate maintenance of the bin card system.
- Ensure all books on the floor and in the warehouse are arranged according to themes and to mirror what is in the system.
- Ensure accurate and timely stock counts, carried out according to the operation procedure.
- Maintain sufficient stock at all times, fully utilizing the systems re-order level requirements and avoiding over stocking.

Purchasing

- Constant generation of ideas to improve inventory turns on purchased materials, with a focus on standardized components.
- Develop a yearly business plan for Purchasing based on customer demand and systems' re-order levels.
- Manage the vendor evaluation process, looking at price, lead times and quality.
- Negotiate pricing and terms with all vendors.
- Reduce inventory while satisfying customers' requirements through accurate inventory/usage data analysis and effective vendor stock solutions.
- Liaise with the Procurement Manager on the schedule and monitor freight of goods to determine when items arrive in coordination with the Procurement Manager
- Ensure the bookshop has sufficient stock for sale at all times.
- Research and establish marketing techniques and consistently do so to increase annual sales.
- Maintain good customer relations with suppliers and ensure all purchases are paid for on time.
- Maintain accurate and current standard operating procedures in light of the above operations.
- Maintain good customer relations with suppliers and ensure all purchases are paid for on time.

Marketing

- Compile lists describing books and other bookshop items being offered.
- Research widely with customers, web, and others to determine the types of books and other products expected to be on demand.
- Plan promotional activities such as shows, working with advertisers, taking advantage of all Church events etc to market the bookshop stock.
- Develop and train volunteers on marketing and sales and oversee their daily activities.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers. Identify, develop, and evaluate marketing strategy continuously.
- Initiate market research studies and analyze their findings.
- Use sales forecasting and strategic planning to ensure the sale and profitability of bookshop stock and monitoring market trends.

- Research and establish marketing techniques and consistently do so to increase annual sales.

Sales

- Develop and implement a customer logistics process.
- Take orders over the phone, Internet, or through email.
- Put together catalogues advertising products.
- Visit retailers to demonstrate products.
- Plan advertising of products to secure information on customer specifications.
- Monitor customer preferences to determine focus of sales efforts.
- Oversee staff and volunteer sales representatives.
- Plan and direct staff and volunteer training to develop and control sales programs.
- Resolve customer complaints regarding sales and service.
- Review operational records and reports to project sales and determine profitability.
- Price books according to policy.
- Evaluate the profit-loss projections.
- File all supplier and shipping invoices and reconcile these to the price list and systems input. Ensure reconciliations have been signed off.
- Plan and coordinate sales promotions.
- Produce weekly sales reports.

Any other duties

- Work flexibly within the scope of this post to fulfill the Ministry's objectives contained within the Ministry Strategic Plans and Ministry Mission and Vision plan.
- This list of main roles and responsibilities is not exhaustive and the post-holder may be required to carry out other duties, as required by the Senior Pastors, Executive Pastor, Administrator.
- Adhere to the MLFC Staff Statement of Ethics

The Ministries reserve the right to alter the content of this job description to reflect changes to the job or services provided, without altering the general character or level of responsibility

Education and Experience

- Degree level education or equivalent through relevant training/experience.
- A relevant professional qualification
- Evidence of continuing, relevant professional development
- Minimum 1 year experience in administrative management of organizations (ideally church environment or Christian NGO) in Africa
- Proven skills and experience with Bookshop management and procurement.
- Experience of book retailing is an advantage
- Experience with logistics preferred
- Experience with business-to-business preferred

Knowledge and skills

- Very good knowledge of all the products within the Microsoft Office 2007ff Professional Package
- Have a solid understanding of marketing
- Good understanding of budgets and financial decision processes

- Have an understanding of the market for Christian resources, and preferably be acquainted with Rhema, Faith Library and their products
Ability to pay attention to detail and be thorough in completing work tasks
- Ability to work a multicultural environment
- Ability to use own initiative and willingness to take on responsibilities and challenges.
- Excellent numerical skills and experience in budget management
- Able to handle multiple tasks and deadlines simultaneously.
- High level of computer-literacy: familiar with computerized stock control and PASTEL POS systems. Strong ICT skills (Excel)
- Capable of creating a business plan and forecasts for trading and to be responsible for monitoring sales performance against budget on a month-by-month basis.
- Enthusiasm for marketing, promotion and the organization of author signings and similar promotional events.

Personal Attributes

- Integrity: honest and ethical.
- A strong desire to see the gospel spread through literature and resources
- Dependability: reliable, responsible, and dependable, and fulfilling obligations.
- Self-motivated
- Sharp memory.

Competencies

Drive for Excellence by setting challenging goals for self and others by:

- Assessing the cost-benefit of proposed actions to evaluate Ministry outcomes and benefits
- Measuring own performance against ambitious standards
- Looking for better, faster, more efficient ways of doing things
- Taking calculated risks to continuously improve performance
- Delivering continuous improvement and achieving results through effective management of internal and external customers
- Demonstrating tenacity and resilience in facing up to obstacles

Problem Solving through solving multi-faceted problems:

- Use various problem solving tools and techniques to break down complex issues
- Spots trends, patterns and interdependencies between multi-faceted issues and dilemmas
- Willingly makes effective decisions in the absence of all available information
- Take pragmatic shortcuts to resolve problems
- Combines rational and intuitive approaches when tackling problems
- Makes changes to systems and processes to address issues

Communicate effectively by adapting to different styles

- Think through the tone, method, channel and content that best suits the situation and audience
- Use appropriate body language and tonality to convey messages
- Sell specific benefits to the audience, understanding their needs and communicating 'what is in it for them'
- Involve others in decision to gain their buy-in and support
- Create a two-way dialogue to ensure communication has been understood

Works effectively in teams by building partnerships and relationships internally, externally and with Volunteers

- Work collaboratively with others to achieve individual and team objectives
- Build effective relationships with colleagues and church members - taking time to get to know them and their perspectives
- Build and maintains positive relationships within and across teams - building teams to support the ministry

Other:

- Be loyal to the Seniors Pastors and to the Ministry's vision, mission, and values
- Provide care, love, and encouragement to all staff and lay leaders with whom you have contact or dealings
- Perform all other duties assigned by the Senior Pastors, Executive Pastor, and Administrator
- Adhere to the MLFC Staff Statement of Ethics