

Historic St. Luke's Restoration
Employment Opportunities
Updated 11/20/2017

Title:

Sales Manager

Employer/Location:

Historic St. Luke's Restoration, doing business as Historic St. Luke's Church, in Smithfield, Virginia. HSLR interprets the early American pursuits of religious freedom and separation of church and state as imbued in the 1st Amendment of U.S. Constitution. HSL stewards and exhibits the church building, local artifacts, and stories that are important in explaining the Site's place in U.S. history. HSLR is a private, 501(c)(3) non-profit education and cultural history institution and does not receive any federal, state, or municipal funding.

Start Date:

January 2nd, 2018

Purpose:

To develop and grow the revenue areas of gift shop retail sales, cemetery sales and management, and private event rentals into highly profitable ventures while supporting the core mission of Historic St. Luke's as a non-profit education and historic preservation based organization. Net revenues benefit the non-profit through budget relief.

Summary:

The Sales Manager facilitates cemetery sales and management, manages the sale and execution of private event rentals, and coordinates the gift shop sales and inventory management processes. This position is part of the full-time staff and shares seniority with the Administrative Assistant. The Sales Manager is supervised by the executive director and provides cooperative back-up during executive director absences with the administrative assistant.

Responsibilities:

- a) Cooperatively manages the sales and inventory management processes in the cemeteries with the cemetery manager and executive director. Actively identifies opportunities for improving sales and marketing and management efficiencies. Sales goal of \$38,000 in cemetery sales per annum through 16 transactions. Maintains current records in the Cemetery Information Management Software (CIMS) and aids the cemetery manager in the sales and inventory management processes including working between attorneys, funeral homes, volunteers, and customers.
- b) Manages a gift shop inventory of \$15,000 with a targeted net profit of \$6,000/annum. 6,000 annual visitors through gift shop with \$26,000 in gross

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- sales with \$4.33 in average sales transaction. Desire to maintain gift shop inventory balance while increasing annual net profit and average sales transaction. Knowledge of and proficiency in eCommerce, web-based retail platforms that are WordPress compatible. Currently using WooCommerce.
- c) Manages an annual private event rental portfolio of 24 rentals with 3,000 guests worth \$17,000. Desire to increase number of rentals, average rental rate, and total rental revenue.
 - d) Creates and manages the marketing for cemeteries, gift shop, and private event rentals along with executive director and other staff and contractors
 - e) Maintains productive relationships with gift shop and private event vendors
 - f) Manages all aspects of the gift shop operations including profit and loss, expense reporting, inventory management reports, and revenue opportunities
 - g) Maintain an up-to-date calendar for scheduled and prospective private events
 - h) Coordinate private events (weddings, baptisms, funerals, etc.)
 - i) Manage and negotiate terms and conditions for private events and oversee compliance for necessary client certificates of liability and other legal and protective documents to reduce or eliminate exposure to potential liability
 - j) Coordinate cemeteries' activities and recordkeeping with necessary persons including sales and processing deeds
 - k) Support education special event programs through gift shop operations and cemetery and private event rental marketing
 - l) In the absence of the executive director maintain daily communications with staff and make on-site business decisions that are consistent with established goals along with the cooperation of the administrative assistant and the board president
 - m) Assists with other functions as assigned by the executive director

Qualifications:

- 1) Minimum education of a bachelor's degree in business, business management, eCommerce, marketing, or similar degree with a focus on sales management and communications.
- 2) Positive track record as acquired through internships or work experience where revenue generation was a requirement. Please provide examples/documentation of success.
- 3) Retail Sales Management, Cemetery Sales Management, and/or Event Planning/Conference Sales experiences are all preferred.
- 4) Must have own transportation and manage a flexible schedule to accommodate business demands for private event rentals and support education department events.
- 5) Must possess and demonstrate computer literacy and familiarity with eCommerce platforms and database systems for business management.

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Compensation:

\$32,500 per year and is eligible for an incentive plan.

This position is full-time, salaried, non-exempt with 10 days of Paid Time Off per year. HSLR observes a 90-day probationary period upon appointment. 8:30 a.m. to 5 p.m. Monday through Friday. Exceptions must be made and schedule adjusted based on business demands such as weekend special events and private event rentals.

Selection Process

HSLR wishes to select, interview, and hire a successful candidate before December 31st, 2017 and begin working January 2nd, 2018. No phone calls accepted. Please submit all interest letters, resumes, and three professional references directly via email to Todd Ballance, Executive Director, at tballance@historicstlukes.org with subject of "Sales Manager Position".