

Gift Shop Sales Associate

Friends of the WNC Nature Center

July 2024



OVERVIEW

The gift shop team is responsible for expanding park visitors' experience by providing exceptional customer service, maintaining a clean and pleasant store, and answering a variety of questions on topics ranging from merchandise to wildlife.

Compensation: **\$22.10 per hour**. Benefits include pro-rated paid time off (PTO) and a free family membership.

The WNC Nature Center is open 10:00AM - 4:30PM (gates open at 9:30 for members), 7-days a week, 361 days per year. This position will generally work **8:30AM-4:30PM or 9:30AM-5:30PM**. There may be an occasional after hours event.

This is a part-time, non-exempt position with seasonal hours. We are busiest in the summer, during spring break, and around fall/winter holidays. The schedule for this position is typically **2-4 days** (16-32 hours) per week depending on seasonal sales and staff availability.

ESSENTIAL RESPONSIBILITIES

- Assist customers, practice upselling, and process transactions (50-100+ transactions per day on holidays and for school groups in the busy season).
- Keep the gift shop clean, stocked, and welcoming.
- Provide the highest level of customer service & satisfaction.
- Answer routine customer questions in person, via email, and on the phone.
- Complete daily reporting for your shift.
- Provide information about and process sales of annual Memberships and for the Adopt-an-Animal program. Assist with data entry on occasion.
- Process online orders, package items, notify customers of pick up orders, and take shipping items to the post office.
- Accept deliveries, create purchase orders, and receive stock in the system.
- Maintain the stock room and take trash and recycling to dumpsters.
- May pick up food and/or merchandise as needed.

BENEFITS INCLUDE

Paid time off (PTO)

Retirement plan with matching benefits

Free family membership (2 adults + 4 kids)

QUALIFICATIONS

- **Customer service, front-line sales**, or similar people-focused background required (retail, admissions, teaching, tour guiding, food service, etc.)
- Experience with point of sale (POS) systems strongly preferred
- Ability to be as friendly to the **1,000th visitor of the day** as to the 1st.
- Strong communications skills and attention to detail required
- Patience and understanding working with **excited energy of children** (ecstatic giggles, indecision in choices, bubbling over with questions)
- Experience with G-suite programs and/or database data entry preferred
- Commitment to the mission of the Friends of WNC Nature Center required
- Ability to lift 25 pounds unassisted and sit/stand for long periods of time required. Ability to lift 60 pounds unassisted is beneficial but not required.

ORGANIZATION OVERVIEW

The WNC Nature Center itself is owned and operated by the City of Asheville. The Friends is an independent nonprofit organization working in partnership with the City.

The City is responsible for Nature Center operations which include animal care, on-site education programs, ticketed admissions, and facility maintenance.

The Friends organization operates the gift shop, membership program, volunteer program, party rentals, and off-site education program as well as providing fundraising and marketing. In 2019, the Friends raised approximately \$900,000 from donations, memberships, gift shop sales, events, and programs. That same year, the combined gift shop and other retail operations reached nearly a quarter of a million in gross sales.

Friends Mission:

The Friends of the WNC Nature Center is a conservation organization that inspires a passion to know more, care more, and do more for the wildlife of the Southern Appalachian Mountains. We advance the critical work of the WNC Nature Center by supporting its growth and development through fundraising, membership, outreach education, marketing, and volunteer services.

Gift Shop Focus:

The WNC Nature Center Gift Shop seeks to maintain a robust stock of items for a diversity of visitors; to support local, regional, US-made, and sustainably produced items; and to maintain a reputation for quality products and reliable educational items.

CONTACT INFORMATION

Contact the Retail Operations Manager at retail@wildwnc.org for more information or to submit a PDF application.