

## Event Retail Merchandise Specialist

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<b>FUNCTION</b>	Event Retail Merchandise Specialist – Promotions
<b>REPORTS TO</b>	Account Manager – Promotions

### ABOUT TSMGI

TSMGI (The Specialized Marketing Group, Inc.) is a global sports, event, and promotional marketing company, specializing in innovative programs that move brands, grab attention and spark conversations. TSMGI combines the personalized attention and passion of a small business with the big ideas and fully integrated capabilities of a larger agency. Founded in 2000, TSMGI client list includes a variety of Fortune 500 companies, as well as individual leaders in each of their markets. TSMGI has been recognized by Chief Marketer Magazine as a "Top 200" agency each year since 2008. Headquartered in the northern suburbs of Chicago, TSMGI also has offices and key personnel in Milwaukee, Wisconsin; Lexington, Kentucky; Charlotte, North Carolina; Denver, Colorado; and Madrid, Spain. For additional information on TSMGI, visit [www.TSMGI.com](http://www.TSMGI.com) or follow @TSMGI on [Instagram](#), [Twitter](#) or [LinkedIn](#).

### JOB SUMMARY

TSMGI is seeking a dynamic and detail-oriented Event Retail Merchandise/Operations Specialist to support the creation, launch, and management of onsite retail merchandise stores at active lifestyle events for our client. This individual will work closely with the event merchandise team, fitness center management, and external vendors to design and execute retail spaces that align with our client’s brand and enhance participant experience.

### KEY RESPONSIBILITIES

- **Store Planning & Design:**
  - Collaborate with internal stakeholders to conceptualize the design and layout of retail spaces at specific events.
  - Ensure that the store design aligns with brand guidelines and enhances the overall shopper experience.
- **Product Selection & Merchandising:**
  - Assist in curating a range of retail merchandise, including apparel, fitness gear, and hard goods.
  - Work with the corporate retail team to determine product assortments tailored to each location’s specific customer base.
  - Implement visual merchandising strategies that maximize product visibility and drive sales.
- **Vendor Management:**
  - Liaise with vendors and suppliers to ensure timely delivery of products and store fixtures.
  - Negotiate contracts, manage relationships, and coordinate logistics to ensure smooth operations.

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- **Operational Setup:**
  - Support the setup of point-of-sale systems, inventory management tools, and other operational processes.
  - Develop standard operating procedures (SOPs) for daily store operations, inventory control, and customer service.
- **Staff Training & Support:**
  - Collaborate event team to recruit, onboard, motivate and train retail staff on product knowledge, sales techniques, and customer service.
  - Provide ongoing support and coaching to retail staff to ensure high standards of service and store performance.
- **Marketing & Promotions:**
  - Work with the marketing team to create and execute in-store promotions, events, and campaigns that drive foot traffic and sales.
  - Coordinate the development of in-store signage, promotional materials, and digital marketing efforts.
- **Financial Management:**
  - Assist in budgeting and forecasting for retail store operations, including sales projections, inventory costs, and staffing expenses.
  - Track and report on key performance metrics, including sales, inventory turnover, and profitability.
- **Continuous Improvement:**
  - Gather feedback from members, staff, and stakeholders to continuously improve the retail experience.
  - Stay current on retail trends, fitness industry developments, and competitor activities to keep our client competitive and relevant.

SKILLS / QUALIFICATIONS	KEY DELIVERABLES
<ul style="list-style-type: none"> <li>• Bachelor's degree in business, retail management, or a related field (or equivalent experience).</li> <li>• 3-5 years of experience in retail store development, merchandising, or operations.</li> <li>• Experience in the fitness or health &amp; wellness industry is a plus.</li> <li>• Strong project management skills with the ability to manage multiple priorities.</li> <li>• Excellent communication and collaboration skills, with the ability to work cross-functionally.</li> <li>• Proficient in retail technology systems, including POS and inventory management.</li> <li>• Ability to travel to various locations for events is necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• Client's programs achieve established goals</li> <li>• Client feedback indicating high levels of satisfaction</li> <li>• Proactively manage deadlines &amp; deliverables</li> <li>• Visually appealing, sales-generating programs</li> <li>• Follow through on projects and programs</li> <li>• Solid relationships with vendors</li> <li>• Positive contributor to values-driven culture</li> <li>• Clear, articulate and effective communications</li> <li>• Budget and fiscal responsibility</li> <li>• Maintains a positive outlook, with a can-do / will-do attitude, while reinforcing the family-friendly culture established within TSMGI.</li> </ul>

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- NetSuite by Oracle experience is a plus
- Models the values to which TSMGI is committed (honesty, integrity, friendly, engaging, service oriented mindset, etc)

### BENEFITS

- Competitive salary with performance-based bonuses.
- Health, dental, vision and life insurance.
- 401(k) with company match.
- Opportunities for professional development and career growth.

### APPLICATION INSTRUCTIONS

Interested candidates should submit their resume detailing their relevant experience and why they are passionate about working with the TSMGI Event Merchandise Team.

- ▶ Submit resume, cover letter and references to [jobs@tsmgi.com](mailto:jobs@tsmgi.com)

### PHYSICAL REQUIREMENTS

- NP Not Present
- O Occasional (up to 25% of time)
- F Frequent (26%-74% of time)
- C Constant (75% or more of time)

Requirement	Check All That Apply				References
	NP	O	F	C	
• Standing/Walking: Remaining on one's feet in an upright position at a workstation or moving about a work area.				X	
• Sitting: Remaining in the normal seated position.			X		
• Carrying: Moving an object, usually by holding it in hands or arms, or on shoulders.			X		
• Lifting: Raising or lowering an object from one level to another using hands, arms and/or shoulders, back & legs.				X	
• Pushing/Pulling: Exerting force upon an object so that the object moves away from/toward the force.			X		
• Climbing: Ascending or descending ladders and stairs using feet and legs, and/or hands and arms.			X		

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• Traveling: Requires travel outside geographic region.			X		
• Stooping: Bending body downward and forward by bending spine at the waist.			X		
• Kneeling: Bending legs at knees to come to rest on knee or knees.			X		
• Reaching: Extending hand(s) and arm(s) in any direction.			X		
• Handling: Seizing, holding, grasping, turning, or otherwise performing precision work with hand(s).			X		
• Bending/Twisting: Continual, intermittent rotation of the spine.			X		
• Talking: Expressing or exchanging ideas by means of the spoken word.				X	
• Hearing: Receiving detailed information through oral communication.				X	
• Vision: Clarity of vision at near and/or far distances.				X	
• Computer Usage or other special equipment operated.				X	