

Role: Event Retail Merchandise Specialist – Promotions

Reports To: Account Manager - Promotions

The Specialized Marketing Group, Inc.

- **Who we are:** The Specialized Marketing Group, Inc. (TSMGI) – a global marketing agency specializing in promotional products, sports and events that bring brands to life.
- **What we do:** We create innovative programs that grab attention, spark conversations, and help brands stand out in a big way.
- **Our approach:** We offer the best of both worlds – the personalized attention of a small business combined with the big ideas and capabilities of a larger agency.
- **Founded:** Since 2000, we've been working with some of the biggest names, including Fortune 500 companies and market leaders.
- **Recognition:** Proud to be named a "Top 200" agency by Chief Marketer Magazine every year since 2008.
- **Where we're located:** Our main office is in Deerfield, IL, just north of Chicago, with teams in Milwaukee, WI; Lexington, KY; Charlotte, NC; Denver, CO; and Madrid, Spain.
- **Stay connected:** Follow us on Instagram, Twitter, and LinkedIn @TSMGI.
- **Want to learn more?** Visit us at www.TSMGI.com.

The Event Retail Merchandise Specialist Role

We're looking for a dynamic and detail-oriented Event Retail Merchandise 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 and external vendors to design and execute retail spaces that align with our client's brand and enhance participant experience.

Why you'll love this role:

- **New and exciting opportunity:** Be part of a newly created role at a fast-growing global marketing agency with plenty of room for growth.
- **Career development:** We believe in promoting from within, making this a great place to grow your career.
- **Unique industry:** Work in a dynamic business that combines marketing, sports, experiential events, and promotions.
- **Collaborative team:** Join a close-knit team that thrives on camaraderie and teamwork.
- **Great culture:** Enjoy being part of a company with long employee tenure, a strong sense of belonging, and delivering great work for our clients.
- **Work-life balance:** Benefit from a hybrid work schedule that offers flexibility for a better work-life balance.
- **Comprehensive benefits:** We offer great benefits like medical, dental, vision, life insurance, a 401k / Simple IRA, PTO, and more!

Key Responsibilities

What you'll do as an Event Retail Merchandise Specialist:

- **Store Planning & Design:** Collaborate with internal teams to design and plan retail spaces for specific events, ensuring the design aligns with brand guidelines and enhances the customer experience.
- **Product Selection & Merchandising:** Curate a variety of retail merchandise, including apparel, fitness gear, and hard goods, while working with corporate teams to tailor assortments to specific customer bases and implementing visual merchandising strategies to drive sales.
- **Vendor Management:** Liaise with vendors and suppliers to ensure timely product and fixture delivery, negotiating contracts and managing relationships to ensure smooth operations.
- **Operational Setup:** Support the setup of POS systems, inventory management tools, and operational processes, while developing SOPs for daily store operations, inventory control, and customer service.
- **Staff Training & Support:** Work with the event team to recruit, onboard, and train retail staff on product knowledge, sales techniques, and customer service, providing ongoing coaching to maintain high service standards and store performance.
- **Marketing & Promotions:** Collaborate with the marketing team to plan and execute in-store promotions, events, and campaigns that drive foot traffic and sales, while coordinating the creation of signage, promotional materials, and digital marketing efforts.
- **Financial Management:** Assist in budgeting and forecasting for store operations, tracking and reporting on key metrics like sales, inventory turnover, and profitability.
- **Continuous Improvement:** Gather feedback from customers, staff, and stakeholders to enhance the retail experience, staying updated on industry trends and competitor activities to keep the brand competitive and relevant.

What We're Looking For:

- **Bachelor's degree** in business, retail management, or a related field, or equivalent experience.
- **Retail experience:** 3-5 years in retail store development, merchandising, or operations.
- **Project management:** Strong skills in managing multiple priorities and projects at once.
- **Communication & collaboration:** Excellent verbal and written communication skills, with the ability to work cross-functionally across teams.
- **Tech proficiency:** Comfortable with retail technology systems, including POS and inventory management.
- **Travel required:** Ability to travel to various locations for events as needed.
- **Core values:** Demonstrate the values of honesty, integrity, friendliness, and a service-oriented mindset, aligning with TSMGI's culture.
- **Bonus points:** Experience with NetSuite by Oracle is a plus.

Key Deliverables for this Role:

- **Achieve client program goals:** Ensure that client programs meet or exceed established goals and objectives.
- **Client satisfaction:** Foster strong client relationships by receiving feedback that indicates high levels of satisfaction.
- **Proactively manage deadlines:** Anticipate and manage deadlines and deliverables to ensure timely execution of all projects.
- **Create visually appealing programs:** Develop programs that are visually engaging and designed to generate sales and drive results.
- **Follow through on projects:** Ensure consistent follow-through on all projects and programs from start to finish.
- **Vendor relationship management:** Maintain solid, long-term relationships with vendors to ensure smooth collaboration.
- **Contribute to a positive culture:** Be a positive force within a values-driven, collaborative culture at TSMGI.
- **Effective communication:** Communicate clearly, articulately, and effectively with all internal and external stakeholders.

- **Budget and fiscal responsibility:** Assist in budgeting and forecasting for store operations, tracking and reporting on key metrics like sales, inventory turnover, and profitability.
- **Maintain a positive outlook:** Maintain a can-do, will-do attitude while reinforcing the family-friendly culture at TSMGI.

How to Apply

- **Ready to join our team?** Send your resume, cover letter, and references to jobs@tsmgi.com. We can't wait to hear from you!

Additional Information

The estimated salary range for this role is \$40,000 to \$50,000 annually. The actual salary will vary based on applicant's education, experience, skills, and abilities, as well as internal equity and alignment with market data. The salary may also be adjusted based on applicant's geographic location.

This role is eligible for healthcare (medical, dental, and vision), life, accidental death and dismemberment, short and long-term disability plans. Additional benefits include paid time off and a SEP-IRA retirement fund funded by both the employee and employer contributions. This role is also eligible for an annual salary increase and a year-end bonus based on the financial success of the company and the individual's performance.

At TSMGI, we're all about creating a workplace that feels as rewarding and enjoyable as it is productive. We take pride in our culture built on mutual respect, collaboration, and genuine camaraderie. We want our employees to look forward to coming to work every day—and we make that a priority! From complimentary lunches every Tuesday to our exciting monthly Town Hall meetings, we're constantly finding ways to connect and celebrate our team. Plus, our dedicated "Fun Committee" keeps things lively with creative and unique office activities throughout the year. And when the holidays roll around, we go all out with a memorable year-end celebration that brings everyone together.

TSMGI is committed to creating a diverse environment and is proud to be an equal opportunity employer and committed to compliance with all fair employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, pregnancy, disability, age, veteran status, or other characteristics.