

**The Bascom : A Center for the Visual Arts**  
**323 Franklin Road, Highlands, North Carolina 28741**

**Job Description**

**Title:** Retail and Marketing Manager  
**Reports to:** Executive Director  
**Classification:** Exempt, Full-Time  
**Standard week:** Tuesday-Saturday

This position manages both the operations of the retail shop at The Bascom as well as marketing for The Bascom. The ideal candidate will have experience in all areas of marketing and retail.

**Areas of Responsibilities:**

- Plan, coordinate, organize and execute overall operations of the retail shop and any subsidiary retail channels including on-line shop.
- Develop, refine and execute strategies for merchandising, inventory systems, shop-related supplies, shrinkage, and marketing to achieve annual budget.
- Correspond and maintain logistics with as many as 150+ consignment artists/vendors
- Team with all departments to create social enterprise and retail opportunities for artists.
- Coordinate inventory so that retail goods complement exhibitions and educational programs, and maximize visibility.
- Process and provide all sales receipts and reports to accounting in a batch as defined in approval protocol.
- Manage any retail part time seasonal employees and volunteers
- Maintain general and event-specific programmatic and institutional marketing plan and calendar.
- Develop and maintain media lists, media relationships, media outreach, and contacts with local and regional magazines and newspapers, local and state art and tourism sources, regional chambers of commerce, and national art publications.
- Serve as a spokesperson with the media for the organization in the absence of the Executive Director.
- Design and create press releases, fact sheets, program catalogues, brochures, ads, business stationery, postcards, invitations, posters, banners, calendar listings, and newsletters for all programs and departments, across all platforms.
- Follow The Bascom brand guides to ensure brand continuity.
- Oversee redesign of the website and maintain accuracy of the website.

**Experience and Skills:**

B.A. and minimum of 5 years marketing and retail is required. Must be willing to work flexible hours around all events and programs. Demonstrated strong written and oral communication skills. Working knowledge of Adobe Photoshop, Illustrator, and InDesign. Experience managing volunteers preferred. Demonstrated positive work history in team environment. Experience working with point of sale software. Must be able to move large objects, maintain display area, and stand for long periods of time. Must be able to pass a background check and have a driver's license.

**To apply, please email your resume, and cover letter to: [tosborn@thebascom.org](mailto:tosborn@thebascom.org)**