

Purchasing & Marketing Director

Job Title: Purchasing & Marketing Director // **Division:** Quaker Corner

Job Level: Upper Management Director // **Reports to:** PSA General Manager

Supervises: N/A // **Director Team:** Executive Director

Job Purpose:

The Quaker Corner Store is one of nine student-run businesses in Penn Student Agencies. This business helps students and parents by providing a more affordable and convenient option to the bookstore. It is also the customer service center for all PSA businesses. The Quaker Corner Director of Purchasing & Marketing supports Quaker Corner by monitoring sales and financial summaries, actively promoting the store on campus and on social media, and evaluating new products to sell and marketing outlets.

Duties & Responsibilities:

- Maintain the general appearance of the store, including the store front display.
- Order products to sell in the store based on what the campus community wants to buy, but works within the agency's budget.
- Monitor inventory.
- Regularly market the store on campus, and look for new ways to attract customers.
- Maintain Quaker Corner social media accounts and conduct paid advertising campaigns.
- Lead development of company marketing efforts and success measurement.
- Conduct website maintenance and content updates.
- Manage and update Quaker Corner ecommerce website.
- Supervise and coordinate the marketing and branding efforts
- Distribute and analyze polls to determine the products that the campus community would like to see in the Quaker Corner Store.
- Reviews all agency financials and budget with the PSA President, the PSA General Manager and PSA Financial Assistant to identify trends and create models to present to the Board of Directors each month
- Connect with new vendors to acquire the best products for the store.
- Work as a Customer Service Representative in the Quaker Corner Store.
- Collaborate with Executive Vice President of Marketing and Vice President of Outreach to develop and execute marketing strategies for Quaker Corner.
- Conduct Semesterly Employee Evaluations & Feedback Meetings with the Executive Director
- Respond to all communications in a professional and timely manner.
- Check GSuite email daily and follow through with all requested actions
- Available for other duties as assigned by the Executive Director, PSA General Manager and requested by the Executive Suite of Penn Student Agencies

Attendance Requirements:

- Weekly Board of Director Meetings (Determined by director availability)
- Bi-weekly meetings with the Quaker Corner Director of Operations and PSA General Manager.
- Monthly Agency Meetings (Determined by employee availability)
- On-time to scheduled shifts and meetings
- Minimum 50% of PSA GBM's (2 of 4 per semester)



Preferred Experience & Skills:

- Strong communication and customer service skills are required as this position communicates with the General Manager, parents, students, and vendors on a regular basis.
- Must be reliable, organized, responsible, able to delegate tasks, able to act quickly and meet deadlines, responsive to email, and a self-starter who can take initiative.

Acquired Experience & Skills:

- **Fiscal Management:** gained through tracking and building revenue, following a budget, and making responsible spending decisions.
- **Time Management:** gained through learning how to accomplish academic and director responsibilities in a timely and organized manner for the duration of your employment.
- **Communication:** gained through determining effective messaging and channels to increase awareness of the products Quaker Corner provides on-campus.
- And many more!

Salary: Median Compensation - \$550 monthly. Hourly wages are set depending on experience and determined by the PSA General Manager prior to your start date. Wages and salaries are as dependent on business performance.

Hours: 6-8 hours per week in the store plus 4-10 hours remotely, depending on agency need. You should expect to work an average of 13 hours weekly during a normal operating year.

Contracted Term: PSA Director contracts are for one full year, starting in April and ending in April.

Email recruiting@pennstudentagencies.com with any questions.

Disclaimer: Details included on this job description are subject to change prior to the start of your contract.