ESRA Position Description
Manager of Merchandising

This position is responsible for managing the material sales of logo merchandise for the Experimental Sounding Rocket Association. This includes design, development, purchasing, inventory, sales, shipping and accounting of all ESRA and Spaceport America Cup merchandise.

**Level of Volunteer Time Commitment** - Moderate - Between 5-7 hours per month

**Required ONSITE during the event** - Yes

**Reports to** - ESRA Executive Director

**Works closely with:**
- ESRA PR and Media Director
- Spaceport America PIO and Business Development Team
- ESRA Treasurer

**Supervises:**
- ESRA Merchandise volunteers

**Primary Responsibilities:**
- Research, develop and design new products that will ensure customers are actively interested in purchasing
- Seek cost effective, valued partners, suppliers and vendors for merchandise
- Actively promote opportunities to sell specific products utilizing social media, websites and other digital media
- Actively manages the ESRA E-Commerce site and system, including updates, managing and reporting sales
- Recruit and build a team of ESRA Volunteers to manage the sales during the Cup at the convention center, vertical launch area and Pan Am Center
- Responsible for the ESRA staff Fishing shirts and polos as well as T-shirt design and production for students. This involves ordering and distribution for 2,000 t-shirts.