



Retail Experience Coordinator

Department: Retail

Reports to: Director of Retail Services

Status: Non-Exempt/Full-Time

Role Profile: OS2

Schedule: Thursday through Monday, 9:00am to 5:00pm (schedule may differ during the first 2 weeks of onboarding)

About Central Park and the Central Park Conservancy:

Central Park is one of the most famous and beloved urban public spaces in the world. Designed by Frederick Law Olmsted and Calvert Vaux in 1857, the 843-acre park was the first purpose-built public park in the country and is a National Historic Landmark. The Central Park Conservancy, a private not-for-profit organization, was founded in 1980 to rescue the Park which had fallen into serious disrepair. Since that time, the Conservancy has overseen the investment of approximately \$2 billion in the restoration of the Park and now hosts over 40 million visitors per year.

The Conservancy's mission is to preserve and celebrate Central Park as a sanctuary from the pace and pressures of city life, enhancing the enjoyment and wellbeing of all. The City of New York has formally entrusted the care of the Park to the Conservancy which is responsible for every aspect of the Park's care, including landscape maintenance, capital improvements, and the visitor experience. Committed to sharing the best practices in urban park management, the Conservancy also serves as a resource for other NYC parks and for public-private partnerships around the world. The Conservancy employs 400 people and has an operating budget of \$120 million.

The Position

The Retail Experience Coordinator is responsible for supporting retail initiatives that enhance the visitor experience while advancing the Conservancy's mission through retail revenue generation. This role provides effective merchandising and product knowledge, strengthens the daily retail operations and supports exceptional customer service across five in-Park retail locations and the online shop. This position is expected to maintain a regular schedule including weekends.

Working under the general supervision of the Director of Retail Services, the coordinator is based at the Dairy Visitor Center with frequent travel between visitor centers throughout the Park for technology troubleshooting, merchandise display cleaning, monitoring and maintenance, signage deployment, cash handling workflows, product education and reinforcement for Visitor Service representatives and visitors along with occasional retail sales engagement and transaction processing. The Experience Coordinator also assists with the distribution and preparation of retail products, the regular performance of inventory cycle counts, the optimization of on floor backstock and stockroom utilization, and select retail events.

Responsibilities:

Retail Operations

- Maintain POS uptime and resolve technology issues promptly with daily trouble shooting of individual workstations, monitoring of handheld POS devices in reserve, executing software updates

on individual workstations, coordinating planned hardware improvements, documenting POS issues, accessing and communicating with Shopify Support in collaboration with the Director of Retail Services.

- Respond to customer inquiries/complaints verbally and/or in writing in a timely and professional manner.
- Provide information to visitors about Central Park, the Central Park Conservancy and activities offered at visitor centers.
- Provide retail sales backup including operation of the POS software and hardware, including cash handling and credit card sales as needed.
- Execute weekly retail cash deposits and receipts from the visitor centers, prepare deposits and process change orders for bank courier in coordination with the Director of Retail Services as requested.
- Assist with retail reporting, inventory reconciliation, sales analysis, and identification of merchandising trends.
- Assist with planning, set-up, merchandising, inventory preparation, and breakdown for retail events, seasonal promotions, and special initiatives.

Merchandise Presentation and Information

- Work collaboratively to ensure that each Retail location presentation remains clean, organized, compelling, and meets visual merchandising standards.
- Achieve timely daily replenishment of on floor backstock areas at retail locations.
- Monitor and maintain inventory of merchandising supplies at all retail locations including but not limited to retail furniture and fixtures, fixture accessories, sign holders, risers, display stands, mannequins, approved adhesive products and other props.
- Create, maintain and deploy signage inventories at all retail locations including retail product signage, promotional signage and narrative graphics in collaboration with the Director of Retail Services.
- Create and maintain product information sheets for Visitor Services team reference and easy utilization in collaboration with Retail team leadership.
- Support retail sales growth by fostering effective cross-team communication and training on retail products, revenue goals and institutional impact of retail operations.
- Collaborate with Retail leadership to provide the Visitor Services team with clear, engaging weekly, monthly, project and/or promotional updates through scheduled meetings and written communications.
- Collaborate with Retail team leadership to review trends, forecast stock levels, and coordinate new product releases and seasonal presentations.

Inventory Distribution

- Support the movement of merchandise between in-Park locations by assisting with physical transfers, verifying transfer counts, identifying and reporting damaged, mislabeled, or otherwise

inaccurate merchandise, processing transfer documentation, and accurately entering transfer information into the inventory system with minimal discrepancies.

- Execute pre-presentation product preparation including barcode labeling, pricing, tagging, packaging, and folding, or facilitate such work by Visitor Service representatives as needed.
- Flag damaged items, ensuring proper documentation for the Retail team.
- Actively maintain organization of merchandise across all stockrooms/warehouse to maximize efficiency, safety and inventory accuracy in collaboration with the Retail team.
- Support interdepartmental requests for retail products and coordinate delivery or pick-up in collaboration with the Director of Retail Services, as requested.
- Support accurate and sufficient retail operational supply levels at each in-Park location.
- Assist with the delivery of merchandise and retail supplies needed for any off-site retail initiatives as requested.
- Assist with regular inventory cycle counts in the Visitor Centers as assigned.

Collaboration

- Collaborate generously within Retail Team and with Visitor Services Management and Representative teams to execute product preparation, transfers, restocking, stockroom optimization, and other retail related tasks.
- Provide staff training when necessary to implement and reinforce procedures and guidelines that ensure engaged, vibrant and successful retail experiences.
- Provide and reinforce product information and context, while accepting and sharing product feedback to the Retail leadership team.
- Work collegially with Visitor Services team members and all other CPC departments as is necessary.

Related

- Proactively seek personal learning and development opportunities and tools to build skills and enhance individual performance.
- Other duties as assigned.

Minimum Requirements

1. Minimum of 2 years of experience within retail sales and merchandising, or equivalent.
2. Strong interpersonal skills with an inclusive communication style.
3. Organized and energetic with the ability to adapt and problem-solve as needed.
4. Valid Driver's License that must be maintained for duration of employment.
5. Proficiency in Microsoft Office, e-mail, and Internet applications.
6. Successful experience with Shopify POS system and Thrive inventory management system or similar programs and/or ability to quickly learn new systems.
7. Experience with retail devices including iPads/ mobile POS devices, barcode scanners, receipt printers, label printers, payment terminals and basic hardware troubleshooting.
8. Preferred visual merchandising and basic graphic design experience.

Abilities Required

1. Accurate and clear oral and written communication skills
2. Strong time management, ability to complete assigned tasks on schedule.
3. Ability to interact with colleagues, vendors and the public in a courteous, and professional manner informed by curiosity and a willingness to learn.
4. Ability to serve as a collaborative and flexible part of a team.
5. Ability to work weekends, evenings, holidays and/or outdoors as needed.
6. Ability to stand, sit, crouch, kneel or climb stairs, stools, or ladders. Regular unassisted lifting of up to 40 lbs. of merchandise, fixtures, equipment and supplies throughout the workday and in varied weather conditions.

Salary range: \$55K to \$69K (based on level of experience)

Note: This is an in-person position.

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Diversity, Equity & Inclusion

The Central Park Conservancy's work is guided by the belief that Central Park, and all public parks, must be managed and actively protected as an inclusive and democratic space for all.

Working closely with our New York City partners, we will always strive towards creating and sustaining a sense of belonging for all visitors and advocating for equitable and accessible public use of the Park.

In service of this belief, we are committed to fostering a workforce and organizational culture that is as diverse as Central Park itself and the dynamic city it serves.

Safety Requirements:

Establishment and maintenance of a safe work environment is the shared responsibility of this organization and employees at every level. The Conservancy will make every effort to assure a safe environment and follow federal, state, and local safety regulations. Employees are expected to obey safety rules and to exercise caution in all their work activities. Accordingly, employees should be aware of any hazards which could cause an injury or accident (e.g., spills, obstacles in walkways, etc.). If an employee discovers a potentially dangerous condition, he/she/they should alert other employees and notify his/her/their supervisor immediately.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.