

## Job Description



---

<b>Job Title:</b>	Assistant Manager, Business Development
<b>Department:</b>	Print + Retail Solutions
<b>Reports To:</b>	Associate Director, Strategic Initiatives and Special Projects
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	February 2023

---

### **Primary Purpose**

The Assistant Manager, Business Development is accountable for all aspects of Print + Retail Solutions' (P+RS) custom order program, including sourcing, purchasing, pricing and inventory management of customized merchandise and promotional items, with a focus on university-branded apparel and supplies. The incumbent handles customer inquiries, provides order quotes and oversees order fulfilment and transaction completion. In addition, they work with the Associate Director to build and maintain relationships with campus partners and generate new revenue streams.

### **Key Accountabilities**

#### **Custom Order Management/Direct-to-Campus Support**

- Remains abreast of all P+RS product and service offerings with expert understanding of general merchandise, technology, and printing business categories and how they impact P+RS's direct-to-campus partners
- Maintains and continually develops a deep understanding of customer demographics and their wants and needs, in order to offer a relevant and compelling product offering, including custom merchandise, technology products and print services that position P+RS as the campus supplier of choice
- Conducts analysis of external competition in the promotional product sector in order to provide competitive pricing, appropriate product selection and excellent services
- Responsible for all aspects of the custom order program, including facilitating customer meetings, providing quotes, sourcing promotional merchandise, order fulfillment and completion of transactions
- Provides relevant and timely quoting, purchasing, invoicing and logistics services to customers, taking into consideration tight timelines, budgets and order requirements, managing up to 50 separate orders at any given time
- Coordinates the development of periodic reports for campus partners that wish to be kept apprised of progress, including in some cases scheduling and leading meetings to present results (determined in discussion with the Associate Director, Strategic Initiatives & Special Projects)
- Collaborates with the Associate Director, Strategic Initiatives & Special Projects as needed to ensure consistency and optimal customer service for customers
- Maintains a detailed database of current and completed custom orders including PO details, invoices, art files and quotations

## Job Description

### **Business Development**

- Independently maintains existing relationships and seeks out new campus partners to expand Print + Retail Solutions' revenue base
- Independently uncovers, cultivates or proposes business opportunities by working closely with partners to understand their business, discovering and exploring opportunities to grow revenue

- Works with the Associate Director, Strategic Initiatives & Special Projects to enhance the custom order program by developing promotional materials to elevate the reputation of P+RS on campus
- Analyzes potential business opportunities by conducting market and customer research; studying benchmarks, best practices, customer strategies and business requirements; and evaluating options and priorities and/or removing barriers
- Identifies trendsetting ideas by researching related events in the sector, publications and announcements, and by tracking individual contributors and their accomplishments
- Regularly reports on custom order growth, and provides detailed reports on campus partner purchasing behaviours and areas of opportunity
- Works with the Associate Director, Strategic Initiatives & Special Projects to improve custom order processes and establish framework for custom orders and pre-order programs through wstore.ca
- Works closely with W Print Project Coordinators to keep informed of service and product options, to be able to communicate those services when interacting with campus partners
- Provides support to Manager, Direct-to-Campus Sales when required to facilitate the procurement of technology products to meet the needs of campus partners.

### **Purchasing & Vendor Management**

- Collaborates closely with campus customers and partners on product assortment to meet customer needs
- When placing orders that include university branding, monitors and enforces the appropriate use of University of Waterloo and Warriors registered trade-marks
- Works with the Athletics department on items campus partners are interested in using the Warriors registered trademarks on, seeks their approval and tracks orders for reporting purposes
- Develops strong understanding of specialized products and vendors for multiple course kits and Ridgidware store
- Responsible for sourcing, purchasing, pricing, inventory management and invoice reconciliation of Ridgidware store partnership with the Waterloo Engineering Society and various MOUs with University Colleges, Alumni Relations and other student groups
- Oversees infrastructure on multiple course kits – bundling, pricing, packaging – and provides retail sales knowledge on all kit components
- Researches, develops and maintains a database of vendors for product sourcing and for the development of University of Waterloo brand-specific merchandise, and ensures that all vendors comply with P+RS and University of Waterloo ethical business practices and guidelines
- Negotiates prices and purchasing terms with vendors, with the goal of maximizing benefit for both P+RS and customers
- Maintains a deep understanding of evolving vendor offerings, production timelines, turnaround times, product knowledge, quality issues, limitations and abilities
- Responsible for coordinating timely arrivals for time-sensitive orders
- Regularly monitors vendor performance, manages conflicts and disagreements, addresses concerns and makes recommendations regarding how best to manage vendors when there are ongoing issues
- Demands and maintains the highest standards of quality from vendors, proactively and reactively working with them to ensure that low-quality work that could reflect poorly on Print + Retail Solutions, the University or customers is not accepted
- Attends trade shows, conferences and vendor meetings as required

## Job Description

### **Collaboration**

- Trains and mentors the Purchasing Assistant in relation to the direct-to-campus events, services, vendors and customers
- Works with the Manager, Marketing & Merchandising Strategy to schedule the work of the Purchasing Assistant to support both Business Development and retail purchasing needs
- Delegates direct-to campus printing work to the Project Coordinator (when they are available) and stays in contact with the Production Manager regarding this work and staff availability
- Proactively establishes and maintains strong partnerships and relationships throughout the university and the affiliated colleges, to help P+RS achieve its goals, while ensuring that P+RS is represented professionally, including developing strategies in collaboration with other members of the Business Development Working Group for identifying areas with the greatest potential growth opportunity, and tracking and sharing relationship-building activities
- Making diligent use of shared tools to ensure that others are aware of the work being completed, so they are able to provide input and suggestions as needed and/or can provide back-up coverage in the event of the incumbent's absence
- Works collaboratively with the Associate Director, Strategic Initiatives & Special Projects to build, share and maintain new relationships and generate new revenue streams
- Proactively connects with the Manager, Marketing & Merchandising Strategy and the Purchasing & Merchandising team to ensure coordinated vendor management strategies are employed and purchasing insights are shared across the department
- Works with P+RS Shipping/Receiving, IT, Marketing and Operations teams on coordinating kit building, order sorting/packing and in-store distribution
- Works with P+RS Shipping/Receiving and Central Stores to ensure shipment and invoice accuracy and timely delivery to customers and departments
- Assists as needed in other areas of the day-to-day operations, including year-end inventory preparations and counts, supporting the development of marketing strategies, convocation services, and general customer service support

### **Customer Service & Leadership**

- Commits to positive interactions with all customers and ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service
- Provides customer service support to, and shares product knowledge with, customers and on- and off-campus partners in the W Store
- Models the values of the P+RS department in interactions with internal and external partners
- Assists in the creation of and adherence to P+RS's standards of excellent customer service
- Provides coaching, training and operational support, along with functional direction and oversight, to Retail Operations staff as needed (e.g., POS support, inventory management, customer service, supervision), including periodically during weekends, evenings and at pop-up shops
- Reviews processes and policies, and recommends changes that will improve accuracy, decrease order turn-around time, provides potential for cost savings and increases overall customer satisfaction
- Contributes to goal-setting and strategic planning for the department and implements those goals both independently and as part of various cross-functional teams (e.g., the Business Development Working Group)

## Job Description

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

### Required Qualifications

#### **Education**

- College diploma or university degree in business, economics or administration, preferably with a concentration in strategic merchandising, supply chain management and/or retail operations (equivalent combination of education and/or experience will be considered)
- Formal training in customer service, custom quotes and design are an asset

#### **Experience**

- Minimum three years of experience working in a retail setting, with accountability for achieving sales goals and targets, gaining purchasing and/or merchandising experience, and providing customer service
- Requires 3 years of relevant experience in the promotional products industry, or demonstrably equivalent experience

#### **Knowledge/Skills/Abilities**

- Business acumen, critical thinking and analytical skills
- Excellent written and verbal communication, interpersonal and relationship-building skills
- Intermediate knowledge of MS Office
- Demonstrated ability and willingness to learn and use new database, scheduling, collaboration, project management and content management software (e.g., Visual Ratex, Point of Sale, Magento, Microsoft Teams) to ensure smooth workflows and shared access to departmental data
- Knowledge of Adobe Creative Suite is considered an asset
- Demonstrated skill with purchasing, product analysis, inventory management, custom orders and business development
- Ability to work quickly and accurately, while remaining organized and paying close attention to detail, in a fast-paced environment
- Comfortable managing multiple simultaneous projects (e.g., several custom order accounts all placing order with concurrent/overlapping deadlines)
- Knowledge and ability to manage duties, customs, brokerage, shipping and international exchange rates
- 

### Nature and Scope

- **Contacts:** Beyond connections with Print + Retail Solutions colleagues, the incumbent has regular contact with customers, students, campus groups, off-campus industry peers and suppliers, and is expected to develop and maintain positive, professional, constructive relationships and beneficial vendor relations that reflect positively on the University of Waterloo.
- **Level of Responsibility:** Responsible for maintaining positive sales and inventory performance for customized merchandise, promotional items and special orders. Analyzes data in order to make good decisions, sources new merchandise, develops and maintains relationships, and partners with new vendors.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above. Authorization with respect to the purchase of merchandise for resale to a

## Job Description

maximum commitment to any single transaction up to \$40,000. Purchases exceeding this amount will be forwarded to the Manager, Purchasing & Merchandising Strategy or delegate (see *University of Waterloo Procedure 1, Contracts and Agreements*).

- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. For example, some lifting, bending, twisting, stretching and repetitive motion are required from time to time, in order to package orders, move equipment and fixtures, and display products for sale. Attention to details, accuracy and verbal communication with customers, co-workers and management. Multi-task environment requires excellent organizational skills and ability to prioritize, to ensure timely, efficient completion of tasks.
- **Working Environment:** This position works in a typical retail store and office environment. There may be unusual hours or schedules, extended weekend hours, or weekday extended hours with varying volumes of work at different times of the year. Some travel may be required for trade shows and industry events.