



**Position: Viva Fall River Retail Manager**

**Posting Date: Wednesday, March 16**

**Deadline for Submissions: Friday, April 1**

**Submission guideline:** Please submit resume and a brief statement of introduction highlighting things you would like us to consider as we review all submissions (Does not have to be a full cover letter but please read the job description carefully. This is a tight hiring timeline and we will only be contacting those whose qualifications most directly match those requested herein.)

**Send to:** [vivafallriver@onesouthcoast.com](mailto:vivafallriver@onesouthcoast.com) with VIVA FALL RIVER RETAIL MANAGER in the subject line.

-----OVERVIEW-----

**Are you...**

- ✓ Experienced in retail sales, with a passion for helping small businesses?
- ✓ Someone who loves Fall River and wants to be a part of the City's revitalization?
- ✓ Driven by an entrepreneurial and creative spirit?
- ✓ Looking to explore a new chapter in your career?

**If so, we're looking for YOU!** Viva Fall River seeks a candidate to help launch a new retail project and lay the foundation for incubating new businesses.

The Viva Fall River pop-up shop at 333 South Main Street in Fall River is an experimental space that will be used to promote the South Main Street area and all things Fall River. Slated to open in the spring of 2022, the Viva Pop-Up will be a multi-functional space, where people can come to learn about the city, spend some time with a coffee, enjoy free Wi-Fi, explore products manufactured in Fall River and the region, and purchase select goods.

During this initial phase of work, we are looking for someone to coordinate and manage the retail elements of the project including:

- Sourcing and managing the production of Fall River branded items from local producers
- Forging relationships with local manufacturers
- Developing an operating schedule for the store, that includes pop-up events
- Putting the necessary functional systems in place (i.e., point of sale, inventory, employee scheduling.)

In addition, this person will work with our talented staff to develop a strategy to attract and incubate new businesses downtown, which includes coordinating efforts with Viva Fall River's small business support services and working with consultants and other organizations.

To start, this is a short-term (6 month) contract position to help launch the retail component of the pop-up, with an opportunity to grow into a permanent multi-year position.



## **Background and Purpose**

Viva Fall River is a community-based commerce, culture, and creative economy initiative that draws on the City's unique and diverse assets to foster economic revitalization, support active community engagement, inspire a vibrant arts scene, and elevate the profile of the City as a premiere South Coast destination. Viva Fall River was established with support from MassDevelopment's Transformative Development Initiative, the Massachusetts Executive Office of Housing and Economic Development, the Massachusetts Office of Business Development, the One Southcoast Chamber of Commerce, and the participation of many community partners.

The Viva Fall River pop-up is an experimental storefront intended to provide a multi-function space for downtown visitors and businesses. Originally established as a location for community engagement and periodic events, the space has evolved into a vehicle to promote the city more broadly, showcase locally produced goods, and build momentum around existing retail destinations, such as Alexandra's Boutique.

## **Job Summary**

The Viva Fall River Retail Manager will be responsible for developing the retail functions of the Viva Fall River pop-up shop and engage in initial planning and feasibility for a scaled retail recruitment and incubator program.

This is a new and unique position that requires the attention and oversight of an individual who has retail/small business and/or program development experience. The Retail Manager will report to the District Director of Viva Fall River.

This is a short-term (6-months) contract position with flexible hours and opportunity for growth.

- **Skills and Experience**

- Small Business ownership and/or management
- Retail experience, including merchandising & marketing
- Organized self-starter and problem-solver; entrepreneurial
- Microsoft Office applications; Word, Excel, Outlook, or commensurate
- Familiarity with design software, such as Canva
- Familiarity with social media (Facebook, Instagram primarily)
- Basic bookkeeping/budget management
- Fluency in Spanish and/or Portuguese preferred but not required

- **General Duties and Responsibilities**

- Outreach to local businesses, manufacturers, markets, and vendors for new or marketable merchandise



- Development of retail functions and processes, including, but not limited to, setting store hours, and operating schedule, building inventory, establishing a point-of-sale system, sales reporting and ACH transactions
- Storefront management for retail space during hours of operation, including the following responsibilities
  - Opening and closing of the retail shop
  - Maintaining a warm, friendly, clean, and welcome environment
  - General recordkeeping and sales information
  - Maintaining point-of-sale system
  - Staff management
  - Inventory management
- Ensure all services and utilities are running properly and paid on time
- Work with and manage vendors and contractors
- Work with Viva Fall River staff to establish marketing materials and promote the retail space
- Basic program marketing including regular social media posts, event participation, material distribution, etc.

#### **Secondary Duties and Responsibilities, as necessary**

- Business recruitment and retention for incubator program
- Develop and maintain collaborations with partnering agencies and nonprofits

#### **Education**

A degree is not required, but a BA/BS in Business Management or any Business-related degree or equivalent is advantageous.

#### **Time and Compensation**

Short-term (6-month) contract position with opportunity for permanent position

Starts at \$25/hour

Work Hours: Minimum of 37.5 hours per week. Candidate must have a flexible schedule

#### **Additional Requirements**

Candidate must have a Driver's License and/or reliable transportation.