



NSWERA Governance Manual

SMC Position Description - Document No. 7.4.8

Position Title

Merchandising

Position Purpose

Ensure the Membership has access to a quality, uniform range of NSWERA branded ride clothing and accessories by sourcing, stocking, and promoting a suitable range of items.

Principle Accountabilities & Performance Indicators.

Stock

Liaise with the SMC and suppliers to establish a suitable range of items and sizes.
Establish and maintain agreed stock levels for each item.

KPI – Agreed range of item types, sizes, and quantities stocked.

Order System

Develop and maintain a tick box order form with a size V's measurement matrix, up to date price list with handling and postal costs defined to simplify mail ordering.

KPI – Form defined and available to members.

Promote

Promote the range of ride clothing and accessories by photographic adds in the newsletter and on the web site, and portable displays at endurance rider gatherings such as meetings, forums, and rides.

KPI – Adds on the web and in the newsletter and portable display in circulation.