

# Corvette Store Merchandise Buyer



**INCUMBENT:** Vacant  
**REPORTS TO:** Corvette Store Manager  
**LOCATION:** Bowling Green, KY  
**STATUS:** Full-Time, Exempt, Hybrid  
**DATE:** Open Until Filled

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## DESCRIPTION

The Corvette Store Merchandise Buyer is the main position responsible for researching, sourcing, and purchasing products for the Corvette Store located at the National Corvette Museum (NCM) in addition to the products sold on the Corvette Store website. This position is responsible for implementing merchandising strategies for products that include apparel, home goods, novelty items, and automotive accessories. The Merchandise Buyer is responsible for conducting market research, sourcing products, and negotiating contracts with suppliers. This position should have an exceptional understanding of consumer trends to source the best quality products for the exclusive Corvette brand and lifestyle within allocated budgets.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop buying and merchandising strategies for the Corvette Store that achieves short and long-term business goals and initiatives.
- Build and execute product lines from concept to completion with an eye for design, product development, and sourcing that fits the exclusivity of the Corvette brand and lifestyle.
- Initiate and generate business analysis to track selling, identify key trends, and maximize opportunities to achieve continued growth and profitability.
- Develop an in-depth knowledge of the market by reviewing the competition and attending trade shows and manufacturing facilities.
- Evaluate competitive landscape and identify opportunities.
- Establish and execute annual and seasonal plans for merchandising strategies.
- Maintain licensing with General Motors and ensure legal documents with licensed partners are maintained and up to date.
- Recommend product lifecycle management strategy and updates based on business performance and marketplace trends.
- Oversee the management of assortment sheets, pricing/conversion files, and product creation templates.
- Partner with Corvette Store Manager and marketing team to identify opportunities and execute strategies for the business that allow for building strong product lines and assortments.
- Responsibilities are not all inclusive, additional duties may be assigned.

## **EDUCATION/EXPERIENCE**

- High School Diploma or equivalent required. Bachelor's degree marketing, design, business, or related field preferred.
- 3+ years of merchandising or specialty buying experience.
- Experience in brand licensing preferred.
- Intermediate proficiency with Microsoft Office suite (Word, Excel, Outlook, PowerPoint).

## **QUALIFICATIONS**

- Ability to articulately convey the Corvette brand, brand language, and lifestyle and translate that to product lines and merchandise.
- Strong aesthetic and interest in motor culture.
- Understands financial acumen – knowledge of and ability to impact financial outcomes.
- Ability to think strategically, conceptually, and creatively.
- Ability to multitask and pay strong attention to detail in a fast-paced, rapidly-changing and high-urgency environment while maintaining an enthusiastic sense of mission.
- Ability to evaluate and solve problems effectively.
- Ability to understand how the business works including key business drivers, important company strategies, competition, and financial data impacting both the department and organization.
- Strong work ethic and unquestioned personal and professional integrity.
- High level of commitment to team and company values.
- Strong attention to detail, establishing priorities, and following instructions.
- Valid state driver's license required.

## **ESSENTIAL PHYSICAL REQUIREMENTS**

- Must have sufficient mobility to move around the office, Museum, and throughout the store.
- Ability to lift and carry up to 20 lbs.