



THE AMERICAN CIVIL WAR MUSEUM

Mission

The American Civil War Museum explores, inspires, and promotes the public's understanding of the Civil War – its causes, course, and consequences.

Position Title: Retail & Guest Services Manager

Immediate Supervisor: Chief Financial Officer

FLSA Status: Exempt

Job Type: Full-Time

Salary: Commensurate with experience

Summary

The Retail & Guest Services Manager oversees the front desk and retail operations and ensures the overall success of the retail and admission experience for every guest who visits the museum. This department serves as the first point of contact to museum visitors and point of sale locations, administering individual and tour admissions, selling merchandise, and promoting membership sales. This role is responsible for directing the day-to-day operations of managing front desk staff and their schedule and setting customer service standards while also managing all aspects of museum retail operations and driving revenue numbers and performance. Working from the Tredegar site in Richmond, this role is responsible for museum shops at all three ACWM sites, and occasional travel to ACWM-Appomattox is required.

Key Responsibilities

Product Sourcing & Purchasing

- Work with the museum marketing team to identify and source merchandise that aligns with museum brand, collections, and exhibitions
- Manage relationships with suppliers to ensure timely deliveries

Inventory Management

- Regularly monitor stock levels and manage reorders based on sales trends and seasonality
- Conduct regular inventory audits to ensure accuracy and identify discrepancies
- Manage product rotation and prevention of outdated product

Sales & Financial Management

- Track sales performance and identify opportunities to increase revenue
- Analyze sales data to inform purchasing decisions and merchandising strategies
- Manage cash handling procedures to ensure accurate reconciliation

Staff Management

- Hire, train, and supervise retail staff on sales techniques, product knowledge and customer service standards
- Create staff schedules to ensure adequate coverage during museum operating hours
- Monitor staff performance and provide regular feedback and coaching



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Required Qualifications

- Minimum 4 years direct retail operations management and customer service experience
- Direct experience and proficiency in POS systems and inventory management
- Proficient in sales data analysis
- Excellent leadership, communication, and organizational skills
- Direct experience in sales training and sales staff management

To apply for this position, please send a cover letter and resume to David Flood at dflood@acwm.org

Equal Employment Opportunity (EEO): The American Civil War Museum provides equal employment opportunities for all applicants and employees. We do not unlawfully discriminate on the basis of race, color, creed, ancestry, medical condition, religion, sex, national origin, age, disability, veteran status, marital status, sexual preference or any other basis prohibited by federal or state law or local ordinance applicable to our work locations. We also make reasonable accommodations for disabled employees if we are aware of the need for accommodation and if the requested accommodation does not cause undue hardship as interpreted from the ADA/ADAAA. This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social and recreational programs. Finally, we prohibit the harassment of any individual.