

MSU Bookstore, Inc.
Blank Canvas Creative Business & Engagement Specialist
Revised: 05/15/24

Overview

Incorporated in 1931, Montana State University Bookstore, Inc. (MSU Bookstore), is a student-faculty owned cooperative that serves Montana State University and the surrounding Gallatin Valley.

As a student-faculty owned co-op, the MSU Bookstore seeks to provide the lowest possible pricing on textbooks for our students. This is done through rebating the excess profits of previous years' sales back to our student owners through aggressive textbook discounting. This ongoing mission has allowed us to be a national leader in offering competitive course material prices to our students.

Each MSU Bookstore employee is expected to promote an atmosphere of courtesy and respect within the MSU Bookstore team by demonstrating positive leadership skills that build up the culture within the MSU Bookstore. Some of these skills include such things as collaborative problem-solving, calm, and inclusive speech, and practicing a teamwork mindset over a harsh or authoritative delegation style. It is also a baseline expectation that all MSU Bookstore employees celebrate our customers by engaging, advocating for, and contributing to the feeling of acceptance and inclusiveness for all MSU Bookstore customers and employees.

Primary Purpose

Under the direction of the Blank Canvas Creative Studio Supervisor and the Chief Branding Officer, the core objective of the Business & Engagement Specialist is to generate business opportunities for Blank Canvas Creative and to support the operational needs of organization.

This is a sales-focused position with an emphasis on driving outside sales business and completing a variety of operational objectives.

The decisions made in this role should underscore our primary mission to drive student success through lowering the cost of course materials for all Montana State University students.

This role requires strong interpersonal skills, a love for sales, a desire to learn, educate, and fully embrace the mission of the MSU Bookstore and its subsidiaries. This position is a communication-based role that requires successful interaction with Bookstore staff (including student employees), the campus community (staff, faculty, and alumni), and the public.

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This position requires strong multi-tasking skills with an emphasis on attention to detail, the ability to solve problems in a calm and respectful manner, and the capacity to manage projects and tight deadlines with efficiency and a desire to influence the growth of the business.

Essential Duties

1. Works closely with Blank Canvas Creative customers via email, phone, and in-person to provide timely and accurate quotes, special orders, and to guide them through the ordering process.
2. Responsible for developing new business opportunities and achieving monthly sales goals.
3. Under the direction of the MSU Bookstore CBO and BCC Studio Supervisor, researches and implements new business opportunities and services to expand the Blank Canvas Creative business model.
4. Maintains an up-to-date knowledge of campus licensing standards in the creation of MSU logo product.
5. Under the direction of the BCC Studio Supervisor, may submit MSU logo merchandise designs to CLC Brand Manager 360 for licensing approval prior to production.
6. Under the direction of the BCC Studio Supervisor, may submit quarterly CLC reports to Brand Manager 360 and respond to audit requests from CLC.
7. Regularly creates sales orders, invoices, inventory records, and purchase order.
8. Under the direction of the BCC Studio Supervisor, oversees Blank Canvas supply and product inventories to ensure adequate stock levels and consistent sell-through.
9. May work closely with the MSU Bookstore IT team to ensure the regular maintenance, repair and upgrades of all Blank Canvas equipment.
10. May represent Blank Canvas Creative as a vendor at tradeshow throughout the region and country.
11. Works closely with third-party vendors on large scale or specialty projects.
12. Develops creative ways to drive traffic to Blank Canvas Creative and generate new business through campus and community partnerships.
13. Required to help support the physical production needs of Blank Canvas Creative including during high-traffic times such as prior to Catapalooza and Declare Week.
14. Participates in spiral binding, laminating, printing, and other print shop duties.
15. Works closely with the MSU Bookstore's Marketing team and Chief Branding Officer to create and produce custom product for bookstore events, internal branding, and merchandise for the MSU Bookstore "shirt of the month" and other sales opportunities.
16. Regularly utilizes the Microsoft Teams & ASANA platforms for communication streams, calendars, procedural updates, and task assignments.
17. Responsible for contributing to the cleanliness and organization of Blank Canvas Creative including vacuuming, dusting, product "go-backs/recovery," etc.

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18. Participates in end-to-shift restocking and rotating of the MSU Bookstore sales floor especially after high-traffic periods such as RUSH or special events.
19. Expected to regularly use heat presses, Roland and HP custom printers, and well as copy machines and other office equipment.
20. Responsible for maintaining accurate, detailed, and up-to-date customer files and order information to optimize teamwork planning and project management.
21. Practices strict confidentiality relating to all student (FERPA), employee, customer, Bookstore, University, and financial data.
22. Maintains an up-to-date knowledge of store and campus safety procedures.
23. Required to participate in annual inventory, seasonal events, shift leader, and stadium shifts.
24. Other duties as assigned.

Position Requirements

- A Bachelor's degree in business management or related experience.
- 2-3 years customer service experience.
- 2-3 years cash handling experience.
- 1-year minimum experience operating office equipment, including computer.
- Microsoft Office 365 experience required.
- Strong communication skills, attention to detail expected.

Preferred Experience

- 1-2 years office experience.
- Experience using inventory or POS management systems.
- Experience working in a college bookstore or other high-traffic retail environment.

Working Conditions

- May require regularly lifting up to 50 pounds.
- Role requires standing for long periods of time during shift.
- Requires a variety of repetitive motions including squatting, bending, gripping, and kneeling.
- Regular communication via phone, email, and in-person is required.

Knowledge, Skills and Abilities (KSAs):

- Excellent customer service skills, along with excellent interpersonal, written, phone and e-mail communication skills, including the ability to work with diverse populations.

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- Intermediate working skills of word processing, spreadsheets, email, and database applications, typically within the Microsoft Office Suite.
- Detail-oriented with the ability to be flexible, manage multiple tasks and shifting priorities, work under pressure and meet deadlines.
- Ability to work independently, be self-directed and work as a member of a team.
- Develops positive relationships and a positive image of the store with the campus and the community to best serve the needs of the students, faculty, staff, and community.

Diversity & Inclusion Statement:

Diversity and inclusion are integral to our mission and values. We are committed to fostering a culture where all individuals are valued, respected, and empowered to bring their authentic selves to work. We believe that diversity of experiences, perspectives, and backgrounds strengthens our organization and drives innovation. We are dedicated to creating a workplace that is reflective of the diverse communities we serve, and we actively seek to recruit, develop, and retain talented individuals from all walks of life. Through our affirmative action initiatives, we strive to ensure equal opportunity for all employees and applicants, regardless of race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by law. By embracing diversity and inclusion, we are not only enriching our organization but also contributing to a more equitable and just society.