

**Red Cloud Indian School  
Position Description**

**Position:** Heritage Center Hówašte Program Manager  
**Department:** The Heritage Center  
**Supervisor:** Executive Director of The Heritage Center  
**Status:** Full-Time  
**Classification:** Exempt  
**Prepared By:** Executive Director of The Heritage Center

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**RCIS Mission:**

The mission of Red Cloud Indian School (RCIS), a Catholic Institution administered by the Jesuits and the Lakota People, is to develop and grow as a vibrant Church, through an education of the mind and spirit that promotes the values of the Lakota Culture. RCIS includes two elementary schools, a high school, Heritage Center, and sixteen parishes on Pine Ridge Indian Reservation in SW South Dakota. By integrating both Lakota culture and heritage with spiritual beliefs from the Lakota and Catholic traditions, RCIS aims to educate both the mind and the heart of its students, creating leaders of tomorrow with competence, conscience, and compassion.

**The Heritage Center Vision**

A world in which Lakota values are lived and celebrated.

**The Heritage Center Mission**

To support Lakota artists and culture bearers to be thriving members of their communities and the larger world.

**The Heritage Center Hówašte Program**

is a non-profit social enterprise facilitating culturally connected community development by creating economic and capacity-building opportunities for Lakota artists, along with opportunities for visitors to learn about the vibrancy of contemporary Lakota art and culture in a region with an incredible history and future to share.

**Position Summary:** The Heritage Center Hówašte Program Manager, in consultation with The Heritage Center Director, is responsible for all aspects critical functions of the Hówašte Program and all other aspects of shop operations with the overarching responsibility of providing superior customer service, maximizing sales while providing maximum exposure to and opportunities for local artists, and enhancing the mission and image of The Heritage Center.

**RESPONSIBILITIES AND DUTIES:**

**Essential Duties:**

1. Ensuring the gift shop is operational during all advertised hours of operation
2. Customer service, including but not limited to greeting visitors, answering phones and attending the gift shop counter.
3. Oversees, coordinates, and performs all sales transactions and cash management.

4. Supervises all regular and seasonal gift shop staff and interns, which typically includes recommendations for hiring, firing, performance evaluation, training, work allocation, and problem resolution.
5. Oversees and coordinates social media engagement efforts for The Heritage Center and its programs.
6. Coordinates with Community Relations/Tour staff on all aspects of providing an excellent visitor experience.
7. Assists with the development and implementation of operating budgets, policies, and procedures consistent with those of the organization.
8. Provides sales coordination and problem resolution for gift shop staff; performs direct sales and customer service as needed.
9. Monitors sales through the cash register and online platforms; resolves discrepancies, prepares, reconciles, and records cash receipts for deposit, and prepares sales reports.
10. Monitors and coordinates ordering, receipt, and return of merchandise and/or equipment; verifies invoices and billing and resolves errors and discrepancies; as appropriate, coordinates shipping and/or delivery of merchandise to customers.
11. Inventory database management – All incoming items for the gift shop must be processed according to established guidelines, which include but are not limited to using a standardized numbering system, data entry at the time of order and management of gift shop POS software
12. Conducts quarterly and annual physical inventories.
13. Maintains knowledge of inventory and local artists, craftsmen, and vendors in order to provide quality-merchandising purchases, and to develop a positive rapport and reputation for the program.
14. Performs all ordering, and direct purchases from artists including use of gift shop POS software to determine inventory needs.
15. Conducts regular buying days both on and off site to purchase work from and provide assistance to Lakota and Oceti Sakowin artists to maintain shop inventory and ensure capacity-building program goals.
16. Maintains gift shop handbook, which includes all responsibilities, special offers, procedures, THC history and current press materials.
17. Gift shop merchandising, including but not limited to item placement and movement as well as working with appropriate staff for other needs.
18. Develop and implement a plan for “stocking” and marketing the online store, process online orders and maintain online inventory.
19. Prepares monthly reports that track revenue, expenses and inventory turnover.
20. Oversees area stock and visual merchandising; participates in the development and implementation of on-floor sales promotion campaigns.
21. Other responsibilities include, but are not limited to greeting guests, monitoring cleanliness of the buildings, assisting with events and other reasonable requests made by the Director.

## **II. Additional Functions:**

1. Trains THC staff to assist with sales when necessary.
2. Develops a marketing plan that includes placement of ads, special offers, coupons, events and other incentives. This plan should be incorporated with other marketing plans and have measurable results.

3. Work with THC Staff to determine off-site sales opportunities and staffing of special events (both on-site and off-site).
4. Attendance at conferences / markets at the discretion of the Executive Director.
5. All staff should be available during openings and other events.

### **III. COVID-19 Era Special Functions**

1. Coordinate plans and special arrangements for safe and socially distanced buying days and limited open hours.
2. Coordinate with THC staff to maintain 2 staff in the shop during all open hours
3. Coordinate with Museum Educator and other THC staff to create and promote opportunities for virtual engagement.

### **POSITION SPECIFICATIONS:**

#### **A. Qualifications**

- Bachelor's Degree in Business, Lakota Studies or similar preferred. High School diploma or equivalent and 3-5 years of retail/sales experience, or comparable combination of college degree and experience and required.
- Supervisory experience required.
- Excellent interpersonal skills.
- Is self-motivated and works well in a positive team-like setting and manner
- Computer skills (Microsoft Office, Photoshop, digital photography, etc.) required
- Knowledge of point-of-sale software required.
- Attention to detail.
- Cash handling skills.
- Knowledge of Lakota arts and crafts.
- Excellent organizational development skills

**B. Physical requirements:** Ability to sit at a desk and use a personal computer, telephone or other desktop office equipment—70% of work time, standing and bending at the waist and lifting less than 5 lbs.—28% of work time, bending at the waist and lifting 5-15 lbs. 2% of work time.

**C. Certification:** I have read and understand the preceding job duties, specifications, requirements, and accountabilities, and agree to execute the same in a manner that promotes equality of opportunity, dignity, and due respect for all, consistent with the Mission of the Red Cloud Indian School, Inc.

**Closing Date: Open until filled.**

**Starting base salary range: \$38,000-\$40,000 DOE**

#### **To Apply:**

Email or submit; Cover letter, resume and General Application with any supporting documents to:

Brenda Bad Heart Bull  
Red Cloud Indian School  
100 Mission Drive  
Pine Ridge, SD 57770

[brendabadheartbull@redcloudschool.org](mailto:brendabadheartbull@redcloudschool.org)