

Job Application Research: Retail Communication Specialist at Barnes & Noble

Executive Summary

The position of retail communication specialist is one that I am best qualified for. I have organized the job listing and qualifications needed, along with a brief summary of the companies more recent actions that have gotten it to where it is today. Today Barnes & Noble is the largest retail bookseller and has been growing since the 1960s. Below I have described what is required of me and why I think I'm ready for the job.

Job Listing

Description:

As a Retail Communications Specialist, you act as gatekeeper for communications distributed to stores and district offices, evaluating feasibility and accuracy of content, timing, and recommending changes to achieve intended results.

You will advise business owners on improving communications, and field personnel on using online communications systems, consistently focusing on reducing workload in the stores.

Responsibilities:

- Monitor and evaluate communications requests and recommend delivery methods
- Update online reference materials, adding or editing content as needed
- Develop and maintain intranet pages to support company initiatives, such as holiday operations or fixture rollouts
- Partner with the department assistant, maintain public folders, updating content and permissions, with the persistent goal of replacing folders with other communications methods
- Draft and/or edit announcements, in-store meeting guides, e-mails, and newsletters
- Edit daily and monthly task assignments, coaching for improvement as needed
- Train and advise home office employees on effective store communications, as needed
- Prepare, distribute, and analyze surveys of store personnel
- Track, analyze, and report on communications and merchandising activities

- Recommend changes to streamline departmental workflow or processes, and improve results
- Act with integrity and trust, promoting our bookselling culture and the core values of Barnes & Noble

Qualifications:

You are organized, communicating, prioritizing, and balancing multiple projects simultaneously, while being flexible to conditions, remaining focused, and using resources effectively and efficiently to get things done. You gain insight from mistakes and are open to feedback, translating these ideas into actionable steps to consistently deliver results. You write clearly and succinctly, getting messages across to others with the desired impact. You learn quickly when facing new problems, are open to change, and enjoy the challenge of unfamiliar tasks. You pick up on technical things quickly and are good at learning about new products. You easily relate to people, building rapport and collaborative relationships with you customers and work teams. You comply at all times with the Standards, Policies, and Code of Business Conduct and Ethics set out in the Bookseller Handbook.

A college degree is preferred with a minimum of two to three years of communications experience in an office setting or in a retail store setting as at least a junior manager. You should have a basic understanding of customer service in a retail setting.

You must be detail-oriented and able to multitask, managing your efficiently while working under strict deadlines. You must be proficient in Microsoft Office and possess excellent written and verbal communication skills, proofreading and editing skills, and the ability to work independently. You must able to sit for extended periods of time at and use a computer. You are required to travel to various stores and meetings.

Barnes & Noble is an equal opportunity and affirmative action employer and is committed to providing employment opportunities to minorities, females, veterans, and disabled individuals, as well as other protected groups.

Link:

<https://chc.tbe.taleo.net/chc03/ats/careers/requisition.jsp?org=BARNESANDNOBLE&cs=1&rid=29285>

Company Background

Barnes & Noble is the largest retail bookstore in the United States with over 600 hundred stores around the 50 states. Their website BN.com is the largest Internet

bookstore with over a million books available for purchase. Leonard Riggio, the company's current chairman, acquired the company in the 1970s.

Riggio created his own store feeling he could do better than he was doing at his previous position working as a clerk at Barnes & Noble. After receiving an investment Riggio created the "Student Book Exchange" in 1965. The store did so well that in the 1970s when Barnes & Noble fell into a decline the name was acquired by Riggio.

Over the next 20 years the company made changes that secured its position it has today. In 1974 Barnes & Noble was the first bookstore to advertise on TV, which went on to win several awards. The company expanded in 1975 through a series of steps beginning with their offering of New York Times bestsellers at a 40% discount. The idea expanded into the creation of new smaller locations. The company then acquired other chains slowly expanding over 50 locations.

As times change so did the company expanding to the digital world with the purchase of Sparknotes.com in 2001, a company that offers free online literature access. The company has recently expanded to eBooks with the launch of its NOOK brand eReading products. Today the company now sells more than books expanding into toys movies, CDs and much more. Overall the company still focuses on the idea of helping students succeed, and have grown into a successful company that searches for the best way to serve.

Description of Position

The position of the Retail Communication Specialists involves a lot of responsibilities that oversee multiple stores. The selected employee will travel to different store locations and be in constant communication with them either online or over the phone. The main point of the position is to assist multiple stores and make them to better communicate with customers and they're own employees. With this position you are making suggestions to improve the stores online delivery services. You are preparing and training other employees to improve the workflow. You will be preparing announcements, and general training, I imagine the position requires you to hold many meetings and keep track of the stores activities.

Along with these tasks the selected applicant must also keep track of online materials such as newsletters, emails, and other company pages. I can imagine this also includes keeping track of stock online for customers to be fully aware of what location is holding certain events or may be out of stock of certain items. This is done to assure the location stays up to date on its online content.

With this job I'm sure I'll be responsible for the satisfaction of not just the customers but also the employees. The job requires one to survey the employees and analyze them. I believe that I have to come up with solutions to improve every employees experience working with Barnes & Noble and address any and all problems. Hopefully I can improve the workers experience and this will transition to satisfied and happier customers.

My Preparedness for This Position

I think I am ready for a position like this. I've picked it because I think meet the requirements needed. I have worked in retail all my life, and want a bigger position. I have been in positions that have had me in charge of others, and because I know how to talk to people it was able to manage them well. I've been a cashier so you can be assured I'm trustworthy. I've worked stock so you can be assured I have great organization skills. I got along great with customers and other employees. I have never been fired from a job, I have left to pursue other better opportunities and I think this opportunity would be a great change for me.

I think my years in college have taught me to be more responsible. I've always tried to be responsible and stay on track with my responsibilities. Although when I started college it taught me to get big assignments done before a deadline. I've developed better writing and reading skills. I think I really realized this when I took my advertising design 2 class. The class really gave you the experience of working with a company and how important it is that you have solid concepts that are fully thought through.

Overall I really want this position because I think I've worked enough retail to know how to treat and respect people. I think I've had enough experience to have more control and to have my ideas used to better improve service.