



Retail Operations Manager Job Description

Status – Exempt – Salary with select benefits

Job Summary:

Performs a variety of duties related to BHPFA retail and marketing goals and objectives including:

- Hiring, supervision and oversight of location/store managers, BHPFA Buyer, and other retail related staff.
- Managing store layout, displays, and merchandising projects.
- Planning and development of new products and publications.
- Overseeing new product review and product removal processes with partners.
- Managing all aspects of wholesale and online sales.
- Handling all aspects of retail events – product procurement, site setup & teardown, staffing, etc.
- Developing retail specific marketing strategies In conjunction with Membership/Events Manager.

Works in compliance with the goals and objectives of Black Hills Parks & Forests Association. Relying on general guidance from Association Bylaws and Articles of Incorporation, policy guidelines, operating procedures, memorandum of agreement with the National Park Service, Director's Order 32 and other documents, the Retail Operations Manager is expected to provide general management oversight to his/her sphere of responsibility and apply considerable judgement in all phases of operations.

Promotes the BHPFA mission and vision.

Job Duties:

Plans and manages BHPFA programs and goals as they pertain to retail operations, including development of new products and publications.

Informs management team of sales trends, merchandising procedures, and marketing strategies.

Initiates advertisement of new products and assists with publicity of other pertinent information and events, assists with membership drives, etc.

Confirms proper business management and marketing of the Association's products and publications in all retail locations, including managing cash drawers and deposits.

Oversees the Buyer position to ensure adequate stock of inventory ordered and on hand to meet high visitation demands. Responsible for all facets of inventory management: purchasing, receiving, and distribution to all retail locations and all staff related to inventory management.

Establishes and maintains positive partner and vendor relationships.

Recruits and supervises a qualified retail work force –

- initiates employee search through available media/platforms
- conducts interviews
- hires/fires store/location manager positions (with concurrence of the Executive Director)
- provides training, ensures safety, assists with work schedule preparation when needed, assigns work duties, manages timesheets
- evaluates and makes recommendations for promotion, recognition, and discipline,
- acts as liaison between seasonal staff and management

Oversees all outlet operations when a full time manager is not on staff (primarily shoulder seasons), up to and including opening/closing, stocking, operating cash register, and any other required duties.



Develops new materials and products, and reviews existing sales stock, to include developing new vendor relationships or sources of new material, and researching or surveying other similar organizations for like business practices and available products.

Oversees new product review process with all partner representatives and ensures only approved inventory is distributed.

Assists in implementation of the Marketing plan through publication of social media posts and printed marketing materials.

Manages all aspects of wholesale and online, and phone sales programs including agreement management, inventory management, and product data entry.

Manages e-commerce portion of website.

Responsible for weekly/monthly product delivery, preparation & handling of deposits and change and troubleshooting issues with seasonal staff and partner staff.

Performs other duties as necessary based on staff availability.

Job Relationships:

BHPFA fosters a team-focused environment. This position requires someone willing to share their ideas and concepts and willing to accept comments from all team members.

This position works under the board policy guidance and direction of the Executive Director.

Basic Job Specifications:

Bachelor's degree in business, marketing, economics, accounting or other related field; and a proven record of relevant administrative/professional experience; or an equivalent combination of education and experience.

Knowledge of marketing, sales practices, or inventory management.

Knowledge of inventory management, stock control, operations of retail sales and wholesale trade.

Understanding of publishing business (design, printing, layout, paper stock, inks and typography) is desirable but not required.

Demonstrated ability to manage a retail sales operation **and** supervise a diverse group of employees.

Basic knowledge of computers and associated hardware and software, especially stock control or inventory management software.

Must be able to lift and carry boxes weighing up to 50 pounds.

Must possess **AND MAINTAIN** a valid driver's license.

Must have access to privately owned vehicle that can transport merchandise and show proof of valid vehicle insurance.

Must be bondable.

Willingness to promote the BHPFA mission and vision.