



JOB DESCRIPTION

Retail Store Manager

Department: Retail Store
Reports To: Chief Financial Officer
Salary Grade: 5 - Exempt

Job Summary

The Retail Store Manager is responsible for the management of the council's brick and mortar retail store and online operations. Provides input into establishing the council's planned sales objectives. Develops and implements annual marketing plans to achieve these objectives by promoting and stimulating sales of Girl Scout merchandise.

Essential Duties and Responsibilities:

- Works in conjunction with other departments to design or select merchandise in support of council events and promotions. Facilitates program promotions in the store.
- Manages the visual store design to create unique and appealing methods of merchandising.
- Develops the council's annual merchandise plan to effectively monitor, evaluate, and control inventory stock levels, and to ensure the availability of adequate stock for troops and council activities. Develops the annual marketing plan for retail operations to effectively plan and promote sales and services provided by the council.
- Ensures the efficient and effective operation of the council retail store to meet and/or exceed annual sales objectives by utilizing sound merchandising techniques when buying, selling, and promoting Girl Scout merchandise.
- Provides coaching, training, and guidance to store staff members to develop and enhance their skills, and to maintain high-quality customer service.
- Designs promotional materials and disseminates sales and merchandise information through appropriate council communication vehicles, including social media, to promote the council store and its services.
- Develops and maintains an effective relationship with GSUSA's sales representatives and merchandise consultants.
- Provides customer service by stocking and selling Girl Scout uniforms, publications, insignia, and equipment in the Girl Scout store, and by filling telephone, mail and online orders. Assists customers in selecting merchandise and demonstrates and describes its use; maintains good public relations with customers.
- Operates Point-of-Sale (POS) system to receive cash, checks, and bank charges; closes out POS system and prepares, reconciles and delivers daily receipt and deposit to Accounting. Processes interdepartment and council charges by filling out forms, computing prices, and maintaining accurate files.
- Processes delivered merchandise by verifying deliveries and packing slips, pricing merchandise, stocking store, and updating POS system to reflect receipt of merchandise. Responsible for monthly and annual inventory counts and maintaining records of discontinued merchandise.
- Performs additional duties as assigned.

Minimum Qualifications

Education and Experience:

- High School Diploma or equivalent. College degree in a relevant field is preferred.
- Two to four years of retail sales and/or merchandising experience.
- Proficient in the use of social media platforms, including Facebook and Twitter.
- CRM experience.
- Knowledge of point of sale (POS) systems.

Required Skills and Abilities:

- Excellent verbal, written communication and organizational skills.
- Ability to exercise discretion and good judgment in handling confidential and sensitive information.

- Ability to handle multiple responsibilities and maintain a routine for accomplishing tasks.
- Ability to implement and maintain an effective filing system.
- Proficient in Microsoft Office products, specifically Excel, Word, Outlook and PowerPoint
- Excellent customer service abilities.

Physical and Schedule Requirements:

- Must be able to lift and carry a minimum of 25 pounds.
- Regularly required to sit, stand, bend, reach, push, pull, lift, carry, and walk about the store.
- Willingness to work a flexible schedule, including some evenings and weekends.