



Director of Retail Operations Job Description

SUMMARY

The Director of Retail Operations works at the direction of the President and is responsible for directing all retail operations and staff, providing leadership and managing the department and all purchases to maintain growth and profitability.

GENERAL RESPONSIBILITIES

Essential Duties

- Manages and directs the retail department operations on the basis of profit and ROI.
- Implements general policies established by the Board of Directors; directs their administration and execution.
- Directs, through subordinate managers and staff, the ongoing operations and/development of the retail operations within the scope of the company's mission and vision, inclusive of, but not limited to:

Retail Stores

Adventure Photo Shop Department

E-commerce Department (Online retail opportunities)

Snorkel Shop

Retail Buying

- Research and establish new vendors for "green" and organic items
- Maintain and foster relationship with existing vendors
- Order all apparel and non apparel items
- Maintain appropriate stock levels for all retail avenues
- Purchase Merchandise to be used by Programs Dept.
- Purchase apparel for uniforms
- Purchase stock for Vessel use (wetsuits, shoes, snorkel gear, coffee, etc)
- Purchase Order Management

Retail Pro (POS system) Administration

Data Analysis

Merchandise

- Training store management how to display merchandise
- Creating system & procedures to keep the floor maintained

Incorporating New Accounting Procedures

Management, development and training of staff

Designs and artwork

- Develop 10 – 20 new designs annually
- Develop, grows and maintain network of artist relationships
- Create new designs for Programs Department
- Create new designs for Vessel Department
- Create new designs for whale day and whale run
- Create new designs for conservation campaigns

Whale Festival

- Run, manage and staff retail booth at all appropriate company sponsored events.
- Retail Expansion
Actively develops and manages all facets of retail expansion opportunities to meet organizational goals inclusive of national and international growth.
Plans, designs and facilitates layout and look of new and existing retail locations.
Researches and purchases fixtures for store expansions.
- Actively plans and promotes retail signage and marketing efforts in cooperation with the Marketing Department.

Other Duties

- Assists in all facets of operations when necessary.
- Manages and coordinates year-end inventory and cycle counts.
- Actively recycles and promotes conservation principals within retail operations.
- Maintains an awareness of all promotions and advertisements.

PREFERRED QUALIFICATIONS

Education/Experience:

- Must have a bachelor's degree and minimum of 5 years work experience in Retail Management within a multiple store organization and Retail Buying, or any combination of education and experience which would provide the necessary knowledge, skills and abilities to meet the minimum qualifications to perform the essential functions of this position.
- Must have substantial experience in development and growth of retail store chain.
- Three year of experience with Retail Inventory POS Computer System preferred.

Knowledge/Skills/Ability:

- Ability to lead effectively in a demanding, fast paced, team environment.
- Demonstrate ability to be self-motivated and take initiative.
- Excellent Customer service skills.
- Good organizational skills, time management and computer skills.
- Outstanding interpersonal and communication skills.
- Ability to work a flexible schedule, including some nights and/or weekends
- Strong work ethic.
- Must pay good attention to detail.
- Must have the ability and be willing to learn to operate material handling equipment, scanning guns, registers and associated software in an efficient and safe manner.
- Ability to learn new functions, procedures.

The above information on this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory, or all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description at any time.

Pacific Whale Foundation is an Equal Opportunity Employer. Reasonable accommodations will be made to enable qualified individuals with disabilities to perform the essential functions of this position.