



Schlitz Audubon
Nature Center

RETAIL MANAGER

PURPOSE OF THE POSITION

The Retail Manager, under the direction of the Director of Marketing & Visitor Experience, is responsible for managing all aspects of the Shops of Schlitz Audubon (Nature Store and Birding Resource Center).

ESSENTIAL FUNCTIONS

Strategy and Vision

- Develop and implement a vision and business plan for retail operations that is aligned with the Center's mission and visitor experience goals, in coordination with the Director of Marketing & Visitor Experience and Executive Director
- Actively participate in a task force to redesign the Nature Store to complement the Birding Resource Center in look and feel, and to best use space to grow sales and provide an excellent retail experience
- Develop and execute a merchandise mix strategy that meets the needs of the business plan
- Work with all departments to ensure that the Shops of Schlitz Audubon products reflect staff expertise, educational program offerings, and special event opportunities
- Meet annual revenue goals, budgets, and retail performance benchmarks
- Work collaboratively with marketing to promote the Shops of Schlitz Audubon

Buying, Merchandising, and Managing Inventory

- Purchase products within the approved open-to-buy plan and established profit margins
- Monitor changing demographics and buying patterns to ensure inventory and merchandising meet the current trends and interests of our visitors and prospective customers
- Recommend and implement changes in buying and tactics based on analytics, best practices, and current trends
- Create and implement merchandising plan to maintain fresh, engaging displays for repeat visitors
- Maintain appropriate inventory levels and turnover goals
- Establish and monitor inventory control systems, conduct bi-annual physical inventories, and report valuations to Accounting Department
- Work with store staff to ensure proper processing of products
- Purchase products from local vendors and artists on consignment

Financial Management

- Establish pricing and markup strategies to meet revenue and margin goals
- Prepare and share daily sales and customized retail financial reports
- Manage reporting of analytics and performance measures

Other Operations

- In first year, participate in transition to new point-of-sale (POS) system
- Oversee POS software and hardware, including troubleshooting, updates, and training
- Lead by example by regularly working on the sales floor, including weekends and special events
- Work independently and as part of a team

QUALIFICATIONS & EXPERIENCE

- 3–5 years of retail management experience (museum or the like preferred)
- Experience buying gift store and artisan products
- Inventory and merchandise planning, budgeting, and reporting capabilities
- Proficiency with POS systems (Square preferred)
- Strong Microsoft Excel skills
- Ability to work onsite at the Nature Center days, weekends, and occasional evenings for special events
- Demonstrated success in achieving and exceeding sales goals
- Extensive knowledge of merchandising strategies, visual presentation, and selling techniques
- Experience in merchandise buying, product development, and market pricing
- Experience with budgeting, financial reporting, inventory management, and point of sale systems
- Exceptional writing and communication skills with strong attention to detail
- Proven track record of directing successful digital marketing campaigns (including social media) and knowledge of industry trends
- Strategic thinking and problem-solving skills
- Self-motivated and able to work both independently and collaboratively
- Bachelor's degree in marketing, communications, or related field preferred
- Passion for the Center's mission and values, as well as curiosity about nature

DETAILS

This position will be exempt, full-time 40 hours/week, including some evenings and weekends.

COMPENSATION & BENEFITS

- Pay will be commensurate with experience
- Health, Vision, and Dental Insurance
- Life and Accidental Death Insurance
- Disability Income Insurance (Long-Term and Short-Term)
- Employee Assistance Program (EAP)
- Generous PTO
- 401(k) Retirement Plan

TO APPLY

Send cover letter and resume to Nancy Quinn at NQuinn@schlitzaudubon.org with Retail Manger in the email subject line.