

Position Announcement and Description

MANAGER OF RETAIL OPERATIONS, ECOMMERCE MARKETING AND INVENTORY

Acadia Mountain Guides, operating as Alpenglow Adventure Sports, is seeking a proactive and detail-oriented Manager of Retail Operations, Ecommerce Marketing, and Inventory Management. This career-level position offers the opportunity to oversee various aspects of Acadia Mountain Guides Inc. and Alpenglow Adventure Sports, requiring an entrepreneurial mindset and a commitment to maintaining high operating standards. The ideal candidate will prioritize work, demonstrating efficiency and dedication while taking on responsibilities from ownership. This role entails some weekend and holiday work.

Key responsibilities include managing overall retail operation, providing leadership, spearheading marketing efforts, and contributing to creative entrepreneurship. The role encompasses control over sales in both physical and online stores. As part of the company's leadership backbone, this individual is a go-to person, requiring exceptional organization and adaptability to changing needs. The position, based in Bangor, ME, involves frequent travel to a second location in Bar Harbor. It offers a salary with management responsibilities and a flexible weekly commitment averaging 40 hours. Workloads may vary seasonally, with certain months requiring additional hours and others less.

Overview of Responsibilities

1. Embodies the education and service-oriented vision and mission of Alpenglow Adventure Sports and Acadia Mountain Guides through exceptional service.
2. Collaborates with the owner to advance the corporation's vision and mission, making impactful decisions and solving challenges proactively.
3. Efficiently oversees retail and E-commerce operations while maintaining functional awareness of climbing school operations.
4. Consistently delivers outstanding performance without regular supervision.
5. Maintains keen awareness of various industry and company events and issues, ensuring effective management of tasks.
6. Drives continual improvement, innovating operations and implements effective solutions to enhance company performance and efficiency.
7. Safeguards company assets through vigilant loss prevention measures and proactively eliminates waste, enhancing resource utilization and efficiency.
8. Upholds impeccable standards of merchandising and housekeeping, ensuring a welcoming store and office environment.
9. Champions environmental responsibility through active promotion of recycling, conservation, and sustainable practices.
10. Demonstrates a genuine passion for outdoor activities, knowledge of outdoor gear, and a commitment to encouraging responsible outdoor exploration.

Retail Store Management and Marketing (15%, 8 hrs/week)

- Regularly communicates with owner, climbing school manager, and staff.
- Prepares updates to the Employee Manual.
- Develops and updates position descriptions, manages employee contracts, and maintains retail employee paperwork.
- Leads hiring, schedules staff, conducts performance evaluations, maintains efficient task lists and oversees training for 3 – 6 retail employees.
- Monitor retail emails and handles complex inquiries.
- Assists sales associates when needed on complex sales and reservations.
- Maintains store and office supplies cost-effectively, upkeeps housekeeping standards.
- Processes daily tills and deposit daily cash.
- Monthly review of financials, monitors infrastructure upkeep, and acts as administrative assistant to the owner.

Inventory Management (30%, 10 hrs/week)

- Primary retail buyer, negotiates optimal terms at trade shows and selects new merchandise.
- Manages pre-season ordering, creates and receives purchase orders and updates inventory in Lightspeed point of sale system.
- Maintains vendor contacts, MAP guidelines, and sale policies.

E-Commerce Management and Marketing (50%, 20 hrs/week)

- Emphasizes diversity, inclusion, and environmental stewardship in promoting outdoor products.
- Focuses on retail operations while collaborating closely with the climbing school manager for cross-branding marketing opportunities.
- Enters and maintains outdoor retail products on the Lightspeed based web store, handling descriptions, photos, and SEO.
- Establishes outreach relationships with potential clients through events, conferences, and local courses.
- Oversees prompt online order processing and product returns.
- Partners with vendors for drop shipments, facilitating online sales growth without inventory.
- Coordinates photo collection for marketing and social media.
- Implements social media strategies and promotion, analyzes competitors, optimizes web presence using web analytics and executes online improvements.
- Creates various marketing initiatives including social media blasts, newsletters, product brochures, and community engagement events.
- Converts potential clients through phone, email, and in-person interactions.

Climbing School Management (5%, 2 hrs/week)

- Collaborates closely with the climbing school manager, holding weekly meetings and occasionally assumes limited school management duties in their absence.
- Assists in course registrations and payments.
- Designs retail sales programs targeting climbing school clients, including campers, slope technician clients, avalanche participants, etc.

Qualifications

Seeking an individual with strong people skills and organizational abilities for a dynamic small business. Must have or be willing to rapidly acquire knowledge of outdoor activities, especially rock and ice climbing, and possess familiarity with local climbing, hiking, and paddling. Ideal characteristics include:

- Strong work ethic in a fast-paced environment.
- Exceptional organizational and problem-solving skills.
- Professional, articulate, and confident with effective communication skills.
- Accurate spelling, grammar, and proofreading skills.
- Independent worker with the ability to manage tasks without constant supervision.
- Enjoys outdoor activities.
- Proficient in various social media platforms.
- Experience in internet marketing, SEO, web analytics, and proficiency with Mac systems, MS Excel, MS Word, Adobe Creative Suite, HTML.
- Customer service-oriented with solid outdoor product knowledge.
- Effective data entry for customer and inventory management.
- Demonstrates initiative, innovation, and enjoys solving problems.

Physical Requirements

1. Ability to stand/walk for extended periods of time, necessary to provide sales floor coverage related to customer service and loss prevention.
2. Ability to reach overhead, bend, squat, kneel, and carry product, necessary for customer service, inventory re-stock, and store merchandising.
3. Ability to walk up and down staircase, carrying boxes, product, and other necessary store related items.
4. Ability to perform store maintenance items: sweep, vacuum, empty trash, clean.
5. Ability to safely lift boxes up to 60 lbs.
6. Comfortable climbing ladders.

Salary

Salary of \$50,000.00 - \$55,000.00 subject to increases based on experience. Performance and annual growth incentives. Access to pro-purchase and course discounts. Flexible schedule. 15 days accumulated PTO/ Sick Pay accrued in first year with annual increases. Four paid hours per week to climb, ski, paddle or hike with owner approval.

To apply

Please send your resume and cover letter to Jon Tierney, climb@acadiamountainguides.com, 207-866-7562. After receiving your application, we will evaluate it and, if you are among the qualified candidates, we will arrange an interview. EEOE.

Acadia Mountain Guides, Inc. is a Maine-based company, and is home to Acadia Mountain Guides Climbing School (AMG) and Alpenglow Adventure Sports (ALP). AMG provides diverse mountaineering instruction, guided outdoor activities, and specialized courses, emphasizing diversity, equity, and inclusion. ALP operates two retail stores and an ecommerce platform, offering a range of mountaineering and outdoor gear. Our commitment to environmental and social consciousness is embedded in top-notch professional instruction, fostering a lifelong passion for outdoor activities. Since 1994, both AMG and ALP have built a stellar reputation for delivering exceptional programs and services.