



Job Description

Job Title:	Retail Manager
Reports To:	President & CEO
Works with:	Executive Leadership Team, Advocacy & Engagement Manager, Cottage Manager
Status:	Exempt, full-time
Revision:	Jan. 12, 2024
Compensation:	\$67,000-\$85,000/year
Location:	Crystal Cove State Park Historic District

Crystal Cove Conservancy seeks an experienced, creative retail professional to oversee and reimagine the Park Interpretive Store in the Historic District at Crystal Cove State Park which has been in operation for more than 10 years and to help develop new retail opportunities in the park which could include a Store annex at cottage check-in, an online store, a grab and go, an art gallery and others.

Job Description:

With primary focus on reimagining and overseeing The Park Interpretive Store, the Retail Manager will be responsible for staff supervision, buying strategy, purchasing, accounting, merchandising, interpretive messaging, event coordination, and maintaining inventory on-site and, eventually, online. The Retail Manager will lead the department's strategic vision and planning for incremental long-term growth. The Manager is responsible for training and mentoring the store sales team.

Essential Duties and Responsibilities: Other duties may be assigned.

- > Build, train, manage and inspire a retail team that exceeds sales goals
- > Review current offering and vendors, and develop a purchasing strategy to expand inventory and increase sales while maintaining standards around impact to the environment, equity considerations, and interpretive messaging
- > Responsible for new product development; work with appropriate staff to ensure compliance with Park and Conservancy goals
- > Manage all purchasing, receiving, and reorder procedure including evaluation and analysis of product sales
- > Work with the marketing and communications team to develop and maintain online store and oversee all online order fulfillment
- > Lead product merchandising and update/improve store displays as needed



- > Responsible for retail accounts payable and receivable, and daily deposits compliant with Conservancy money-handling policies
- > Proactively oversee all store software and technology; troubleshoot issues with POS support team and/or IT service
- > Work with communications staff to implement marketing strategies and store promotions
- > Actively seek current data on retail industry trends and consumer values
- > Create and maintain appropriate vendor files to ensure they are organized and current
- > Review and evaluate physical inventory audit procedures
- > Work with staff and volunteers to ensure proper knowledge of POS system and sales items, as well as Conservancy membership program, education programs, and concession info
- > Develop a remote sales plan for sales at events and programs
- > Schedule and evaluate employees and volunteers so stores are properly staffed and supported
- > Implement external and internal loss prevention and emergency procedures
- > Ensure all sales outlets and warehouse are safe, clean, organized and attractive
- > Work with development and programs staff to implement organization-wide initiatives as needed to support the Conservancy mission
- > Provide excellent customer service and park visitor information, as needed
- > Maintain and nurture a positive relationship with park staff and volunteers
- > As a part of The Conservancy's larger diversity and inclusion efforts, help cultivate a culture of inclusion for both staff and visitors including ensuring representation of under-represented communities in vendors and merchandise.

Desired Qualifications:

The ideal candidate will have 2-5 years of retail experience including buying, merchandising, cash handling, supervising teams, and inventory management. Excellent communication and customer service skills required. Ability to work in a fast-paced, collaborative environment a must. Candidate must be technologically savvy, creative, collaborative, and able to operate independently to meet goals and financial targets. Familiarity with Crystal Cove Conservancy's mission and programs preferred. Most of all, the candidate must have a strong desire to build a reimagined retail experience that supports the Conservancy's mission to restore Crystal Cove State Park, educate students who have little access to places like Crystal Cove, and protect the park and its natural, cultural, and historic resources for visitors today and those who will come later.

Physical Requirements:

Due to the location of The Park Store and the nature of The Conservancy's programs, this is a position that requires certain physical abilities. These requirements include, but are not limited to:



- + The ability to walk distances up to 100 meters, lift 25 pounds, and stand for prolonged periods.
- + Must be able to operate a computer and other office productivity equipment, such as a printer or calculator.

Crystal Cove Conservancy provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, age, disability, gender identity, gender expression, or genetics. Members of groups that have faced historic barriers to environmental access are highly encouraged to apply.

About Crystal Cove Conservancy:

Crystal Cove Conservancy (The Conservancy) is the nonprofit public benefit organization dedicated to the protection, preservation, and sustainability of Crystal Cove State Park, located on the traditional and unceded lands of the Acjachemen and Tongva Tribal Nations.

Rooted in saving this rare piece of California's natural resources and cultural history, Crystal Cove Conservancy and California State Parks have worked together to develop a unique social enterprise model. This model allows Crystal Cove Conservancy to spearhead efforts to develop innovative educational programs that engage K-12 students and community members in place-based conservation, preserve historic beach cottages, conserve miles of precious California coastline, steward acres of threatened habitat, and promote access for historically-excluded groups.

Please visit our website at www.CrystalCove.org.

To apply, please submit cover letter and resume to jobs@crystalcove.org.