

**Job Title:** Retail Manager  
**Reports to:** CEO



## **JOB DESCRIPTION**

### **Summary**

Manage retail sales and marketing efforts for The Front Climbing Club gear shops. Responsibilities include overall shop management, executing campaigns, reaching sales targets and increasing profits, purchasing, merchandising, inventory management, and staff training.

### **Primary and Essential Functions**

- Determine marketing strategies and promotions to increase sales and further promote the gym;
- Analyze retail sales figures and forecast future sales volumes to increase profits;
- Manage all purchasing seasonally in 6-month cycles and adjust orders as necessary;
- Plan, coordinate, and implement a variety of sales campaigns for shops;
- Coordinate with Marketing team to create campaign marketing materials (signs, banners, flyers, promotional items, etc.) as needed for all Front locations;
- Determine retail layout specifications and merchandising requirements to maximize sales;
- Determine goods to be sold, set pricing, determine markdown schedules, and manage inventory;
- Price tag all items in shop and match packing slips with received products;
- Transfer items between shops as needed;
- Set up barcodes as well as retail setting in POS, Rock Gym Pro;
- Monitor retail invoicing for discrepancies in QuickBooks;
- Set and attend buying appointments and develop relationships with retail reps;
- Set and communicate quarterly sales goals for each gym and report on results to management team;
- Collaborate with Marketing team to design and order staff apparel, Front logo apparel, and team logo apparel;
- Measure and report result of the marketing and sales campaigns to the management team ensuring revenue goals are met;
- Facilitate internal staff education about marketing materials and promotions, returns and exchanges, and inventory knowledge;
- Organize and plan all vendor demos and clinics for employees;
- Develop protocols and procedures for staff to follow and calculate their commission each month;
- Manage Retail Assistants and Front Desk Staff who specialize in retail;

- Coordinate event sponsorships;
- Maintain awareness of market trends in the industry and monitor what local competitors are doing;
- Achieve financial objectives by preparing an annual budget and analyzing variances;
- Collaborate with Events Manager to secure sponsorship and gear for events;
- Manage food/drink/retail displays;
- Submit daily and weekly reports;
- Other roles and tasks as required.

## Requirements

- Bachelor's degree preferred with a minimum of 2 years of relevant experience;
- A minimum of 3 years sales experience;
- A minimum of 1 year climbing gym experience;
- Extensive knowledge of climbing merchandise;
- Climbing experience/knowledge of climbing community required;
- Additional outdoor industry retail experience preferred;
- Oversee both the Ogden and Salt Lake locations and will need to travel between gyms on a regular basis;
- Familiar with a variety of marketing concepts, practices, and procedures;
- Well-developed time management skills with the ability to prioritize effectively;
- A solid understanding of how to achieve company and membership goals through retail strategies;
- Excellent verbal, written, and interpersonal communication skills;
- Ability to exercise discretion and independent judgement;
- High energy and positive attitude with a skill set to work well within a team environment;
- Ability to work autonomously and be proactive;
- Proficient knowledge of Microsoft Office and Rock Gym Pro;
- Be able to collaborate and innovate as a means to create exceptional value for our members, our company, and ourselves.

## Job Hazards

This position is exposed to airborne chalk, dust, and cleaning supplies. Other hazards include falling while providing instruction or demonstration and trips and falls caused by obstacles on the ground such as ropes and climbing gear.

*The Front Climbing Club is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.*