

Whiskeytown Marinas, LLC

Hiring Status: Open until filled

Retail Manager - Job Summary:

Reports to: Direct Manager: Operations Manager & Maintenance Manager

Seasonal (average 8-9 month)

\$18-20 Per Hour/Hourly Non-exempt position.

The ideal candidate is self-motivated and inspires others to reach their full potential. They maintain a positive outlook in challenges, foster collaboration, and demonstrate a strong work ethic. With excellent problem-solving, communication, and organizational skills, they adapt to changing priorities and work effectively as part of a team. Their leadership qualities, passion for the marine and camping/resort industry, and commitment to success make them an asset to any organization.

Overview:

The Retail Manager is responsible for the daily operations of three stores: Oak Bottom Beach Store, Brandy Creek Beach Store, and Oak Bottom Camp Store. This encompasses staff management, reservations, retail operations, promotional events, break and lunch scheduling, training, and facility oversight. Additionally, the Retail Manager oversees retail and merchandising activities at the Oak Bottom Marina Store and Brandy Creek Kayak Shacks, while staff and reservation management at these locations fall under the Marina Supervisor's purview.

Collaboration and Location:

- The Retail Manager collaborates closely with the Inventory Manager and works out of the Camp Store.
- Retail Manager and Inventory manager work together on inventory management and RM learns the Receiving process (for backup) and the IM also assists with retail coverage when needed as a backup to the RM.
- This position plays a vital role within the Campground, interacting with campers and the Camp Host.
- The Retail Manager may also be required to assist in other areas of the business as needed.

Core Responsibilities:

- **Staff Management:**
 - Implement and teach company Standard Operating Procedures.
 - Manage daily break and lunch schedules for all stores, except the Marina Store and Kayak Shacks, ensuring proper coverage and adherence to labor laws.
 - Create and Manage daily task lists for employees.
 - Ensure employees are productive, practice proper till management, and provide

excellent customer service.

- **Store Inventory Management:**
 - Working alongside the Inventory Manager maintains stock levels across all stores.
 - Ensure adequate Cash Management. Change Orders.
- **Promotional Event Management:**
 - Organize sales promotions, in-store events, and holiday promotions.
 - Create and place signage, coupons, and online coupons.
 - Manage Campground children's events.
 - Track promotion effectiveness.
- **Customer Service Management:**
 - Respond to customer complaints and queries
 - Ensure staff provide excellent customer service.
 - Be proficient in the reservation process.
 - Be knowledgeable about Campground rules and local attractions.
- **Health and Safety Management:**
 - Ensure stores and shacks are clean and presentable, adhering to health and safety protocols.
 - Implement training and safety training, ensure staff have current certifications, and ensure food-related areas meet safety standards.
 - Maintain acceptable store temperatures.
- **Security Management:**
 - Implement security measures to protect merchandise and customers.
 - Use audits to determine merchandise loss and potential theft.
 - Ensure staff follow policy when purchasing food, merchandise, or utilizing employee discounts.
- **Legal and NPS Rules Management:**
 - Comply with legal requirements and NPS rules regarding retail facilities. Ensure hazardous issues are properly managed.
- **Communication:**
 - Maintain daily communication with all other departments.
 - Due to the Camp Store's close connection to the Campground: Camp Host, and Camp Attendants/Maintenance Crew will be in frequent contact.
 - Also paramount is the communication kept with the Brandy Creek stores on a daily basis, as they are very remote and can need assistance.

Additional Responsibilities:

- Assist in aspects of Inventory Management, Sales Analysis and Budgeting.
- The Retail Manager is expected to be able and willing to perform various tasks and assist with projects across all areas.
- Occasionally participate in events.

Experience Preferred:

- A minimum of 3 years of experience in management or supervisory roles, demonstrating the ability to lead teams, delegate tasks effectively, and ensure smooth operations.
- A proven track record of providing exceptional customer service, including the ability

to address customer inquiries and concerns in a professional and timely manner, build positive relationships, and exceed expectations.

- Experience in a retail environment, with knowledge of inventory management, sales techniques, and visual merchandising.
- Strong computer skills, including familiarity with point-of-sale systems, reservation software, and other relevant applications.
- Experience in handling reservations and bookings, ensuring accuracy and efficiency in the process.
- Knowledge of boating and water activities, including safety regulations, equipment operation, and general nautical knowledge.
- A passion for the outdoors, including activities such as hiking, camping, and other recreational pursuits.

Physical Demands:

- Ability to stand for extended periods.
- Ability to lift and carry up to 40 pounds.
- Ability to squat, bend down, and get up and down off the ground.
- Ability to work outdoors in various weather conditions.

Work Schedule:

- This is an approximately 8-9 month Seasonal, non-exempt hourly, Full-Time position. The Retail Manager must be able to work holidays, weekends, and evenings as needed.
- The long-term goal for the person filling this position is that they would return seasonally every year.

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.
- The Company guarantees every applicant for employment and every employee the right of equal treatment without regard to race (including traits associated with race, such as hair texture and protective hairstyles), sex (including pregnancy, childbirth, and related medical conditions), reproductive health decision-making, religion, creed, color, national origin, citizenship, ancestry, physical or mental disability, medical condition, marital status, sexual orientation, gender identity or expression, genetic characteristics, veteran's status, age, lawful off-duty use of cannabis, usage of leave rights permissible under the Family Medical Leave Act (FMLA) and/or California Family Rights Act (CFRA), or any other characteristic protected by Federal, State or local law.

