



## Director of Retail and Publishing Operations

**Position type:** Full-time (non-exempt)

**Reports to:** Chief of Yosemite Operations

**Location:** El Portal, CA

Yosemite Conservancy's Retail Department is responsible for operating ten retail locations in Yosemite National Park using an innovative approach that emphasizes visitor education through the retail experience. The Department develops books, maps, and interpretive and branded products; manages warehousing; and operates an online store and wholesale program. The Director of Retail and Publishing Operations is responsible for developing strategies to ensure the long-term success of Yosemite Conservancy's retail and publishing operations, that grosses nearly \$4M in revenue annually. This position will directly supervise seven employees and lead a team of up to 30 full-time, part-time, and seasonal employees. The Director will create a positive work environment, emphasize staff engagement and development, and work collaboratively with NPS and other Park Partners.

### Who We Are

We're passionate about Yosemite — and about helping all people connect with, learn about, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to provide enriching visitor programs and services, and to support projects that protect wildlife, restore trails and habitat, advance scientific research, inspire visitors, and much more.

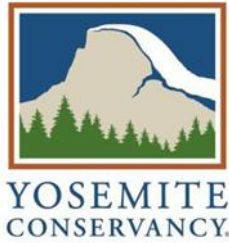
### What You'll Do

The Director of Retail and Publishing Operations reports to the Chief of Yosemite Operations. This position is responsible for the following:

#### Leads:

##### Retail and Publishing Operations

- Develop and maintain Retail and Publishing department budgets, annual plans, and strategic visions.
- Implement retail policies and procedures in collaboration with Yosemite Conservancy leadership and NPS.
- Direct the develop the data analysis and reporting needed to make fiscally sound decisions and improve revenue and optimize margins.
- Develop and implement all retail communications, merchandising plans, and signage to reflect Yosemite Conservancy's mission and the interpretive story of Yosemite.
- Directs the opening and closing of seasonal retail operations.
- Develops strategies for online sales and enhanced digital experiences.



### **Employee Engagement**

- Direct, coach, train, and support Inventory Manager, Retail and Publishing Coordinator, Warehouse Coordinator, Bookstore Operations Managers (2), and Seasonal Store Supervisors (2)
- Support Bookstore Operations Managers and Seasonal Store Supervisors in effectively leading their teams and communicate organizational goals.
- Coordinate an equitable recruitment and hiring process to find and onboard qualified candidates.
- Develop and direct on-boarding process and training for new Retail employees.
- Ensure timely and proper documentation for performance management and disciplinary actions.
- Prepare and ensure the completion of Annual Performance Reviews.
- Ensure an equitable and inclusive work culture and environment.

### **Inventory Management, Product and Publication Development**

- Innovate fresh ways to share the interpretive story of Yosemite and Yosemite Conservancy's mission through products and publications.
- Work collaboratively with Yosemite Conservancy's Publishing Manager and Chief of Yosemite Operations to publish 4-8 titles annually.
- Manage the development of new retail products from ideation to purchasing.
- Shepherd product approval process through NPS.
- Direct the ordering and warehousing of retail products and publications.

### **Partnerships and Education**

- Stays informed of current scientific research, Yosemite Conservancy funded projects and programs, and interpretive goals in Yosemite National Park and creatively incorporates them into the retail experience.
- Creates and maintains positive relationships with NPS partners.

### **Supports:**

#### **Visitor Programing**

- Works collaboratively with Yosemite Conservancy programming staff and NPS to help schedule and develop educational programs offered at Yosemite Valley VC.

#### **Marketing and Donor Development**

- Works collaboratively with Yosemite Conservancy's Marketing Department to promote retail and publishing operations and accurately reflect Yosemite Conservancy's mission and brand.
- Works collaboratively with Yosemite Conservancy's Development Department to meet in-park donation goals and implement fundraising strategies.

#### **Other Responsibilities**

- Other duties may be assigned by the Chief of Yosemite Operations.



## Who You Are / Keys to Success (the must-haves)

To be successful in this job, you will excel in these areas:

### Hard skills:

- Demonstrated management experience.
- Comfort in facilitating dialog and managing employee teambuilding and performance.
- Strong office administration, computer skills, and the ability to learn new software is a must.
- Experience in merchandising and product development.
- Experience working with a public agency.
- Facile with Point of Sales System management (ideally Retail Pro).
- Strong working knowledge of Yosemite National Park and the natural and cultural history of the Sierra Nevada.
- Valid Driver's License

### Soft skills:

- Creative thinker and open-minded problem solver with a calm and flexible demeanor.
- Excellent communication and relationship skills with a variety of internal and external stakeholders.
- Sense of humor and ability to keep perspective when stressful situations arise.
- Highly independent, self-starter who displays initiative in taking on new projects.
- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Able to prioritize and act quickly and thoughtfully on the myriad of logistical challenges that are endemic to working in Yosemite National Park.

## Working Conditions

- Ability to work remotely from a Yosemite Gateway community when applicable but will be required to report to Yosemite Conservancy's office in El Portal and travel to retail locations throughout Yosemite National Park regularly each week.
- Primarily performs work indoors with the ability to stand and walk for up to 8 hours per day.
- Computer-based, with regular meetings (in person, or via video or phone).
- Meetings, field observations, and general relationship-building with park-based staff, colleagues, and partners may involve weekend and evening hours and travel on uneven ground.
- Potential to lift, carry or otherwise move objects weighing up to 30 pounds.



## What Else You Should Know

We value diversity among our staff just as we value it among park visitors. As such, Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.

The position is full-time and based in Yosemite National Park, with office space in El Portal. This position does have the ability to do some work remotely from a Yosemite Gateway community several days a week but must plan to be available to in park staff in person with regularity throughout the week. Housing is NOT available. The compensation for this position is \$90,000-\$95,000 annually, depending on experience.

We also offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- vision and dental insurance
- basic life insurance
- vacation and sick leave
- retirement program (following one year of employment)
- annual National Parks pass
- And more

## How to Apply

Please send a cover letter and resume in a single PDF file to [aripple@yosemite.org](mailto:aripple@yosemite.org) with the subject line “your name – Director of Retail and Publishing Operations” by December 29, 2022.

**COVID-19 Update:** Please be aware that Yosemite Conservancy currently requires all employees to be fully vaccinated against the COVID-19 virus as a condition of employment.