



## Retail and Publishing Manager

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

**Reports to:** Director of Retail and Publishing Operations

**Location:** El Portal, CA

### Overview

The Retail and Publishing Manager is a dynamic role responsible for the systems and infrastructure of Yosemite Conservancy's retail operations. This position oversees the promotion of Yosemite Conservancy's publications, products, wholesale, accounting and IT operations. The primary role of the Retail and Publishing Manager is to support the Director of Retail and Publishing Operations and ensure daily retail operations are working properly and running smoothly. This position will contribute to product development, merchandising plans, web store maintenance and development of Retail and Publishing Department strategies and goals. This position is also responsible for the Conservancy's wholesale publication sales and promotions in the park and gateway communities.

### 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 Retail and Publishing Manager reports to the Director of Retail and Publishing Operations. This position is responsible for the following:

#### Leads:

#### IT for Retail Operations

- Responsible for POS systems, inventory systems, and CPU software and hardware.
- Responsible for web store software and eCommerce site.
- Works closely with contracted IT support to ensure computer maintenance.
- Trains staff in POS systems.
- Trouble shooting all IT issues within park stores.
- Maintains all hardware and software for the Retail Department.
- Implements digital programs registration platform in all stores.
- Coordinates the purchase and installation of new hardware and software.
- Manages all telecommunication accounts.

### **Accounting Operations**

- Audits all in-park cash sales and prepares bank deposits for pickup services.
- Coordinates station banks for seasonal stores.
- Creates change requests for all stores.
- Rectifies sales with inventory.

### **Ecommerce**

- Maintains retail products available on Yosemite Conservancy's web store.
- Schedules lifestyle and studio product shots for new items.
- Maintains category and subcategory site merchandising strategies.
- Collaborates with cross-departmental teams to promote retail products through social media, monthly e-news and other communications.
- Identify opportunities for continued growth in ecommerce.
- Consistently looking for ways to improve and develop ecommerce marketing and user experience.

### **Wholesale Outreach and Promotion**

- Promotes new products and publications to wholesale customers.
- Collaborates with Designer for digital distribution flyers and in-store book promotion.
- Educates frontline retail staff about publications and leads in-store merchandising plan
- Develops and maintains relationships with Yosemite Conservancy wholesale accounts through in person visits and product promotions.
- Track and analyze wholesale revenue and inventory data and develop strategies to improve overall performance and growth.

### **Sustainability**

- Collaborate with marketing and social media to produce materials that raise awareness towards our sustainability efforts and tell the story of the products.
- Develop product lines, vendors, and suppliers who fall in line with our sustainability mission.
- Implements low to no waste packaging options, both internally and externally.

### **Supports:**

#### **Merchandising**

- Assist with planning and executing opening and closing seasonal operations.
- Recommends and implements new store fixtures and displays.
- Creates in-store signage, including pricing and promo to ensure stores exemplify Conservancy mission.
- Develop and execute visual merchandising displays in stores and display windows.

#### **New Product Development**

- Works closely with Director of Retail and Publishing Operations to develop new products that represent Yosemite Conservancy's mission and the interpretive story of Yosemite.
- Takes point with contractors, designers, and vendors to get products to completion and in stores.

## **Warehouse**

- Assists with fulfillment of wholesale and retail orders as needed.

## **Other Responsibilities**

- Maintain monthly reports development and retail.
- Provides materials for bookstore staff to understand and educate visitors on in park program offerings.
- Other duties may be assigned by the Director of Retail and Publishing 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 experience in program administration.
- Organized and skilled project coordination and management.
- Strong cash handling and accounting management.
- Strong computer skills and the ability to work with new software and technology is a must.
- Knowledge of Point of Sales Systems (Retail Pro preferred).
- Valid California Driver's license

### **Soft skills**

- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Highly independent, self-starter who displays initiative in taking on new projects.
- Creative thinker and open-minded problem solver with a calm, positive and flexible demeanor.
- Ability to work independently, in a group setting and lead small teams.
- Strong communication and team building with a variety of internal and external stakeholders.
- Collaborative, creative, and flexible with a sense of humor.
- 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**

- Primarily desk-/computer-based, with regular meetings and in-park store visits (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.

Every employee is responsible for contributing to a positive, inclusive work environment through cooperative and professional interactions with co-workers, customers, and vendors.

The position is full-time and based in Yosemite National Park, with office space in El Portal. This position could feasibly live in the Yosemite Gateway area, however this role must be present in park and El Portal when applicable 3-5 days per week, depending on the season. Housing is NOT available. The compensation for this position is \$66,580-\$70,000 annually.

## Benefits

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- 100% vision and dental insurance
- Basic life insurance
- Vacation and sick leave, 4 weeks accrual paid time off in first year
- 7% matching retirement program (following one year of employment)
- Annual National Parks pass
- Access to Yosemite Conservancy programs at no cost based on availability
- Employee discounts

## How to Apply

Please submit a cover letter, resume, and reference sheet in a single PDF to [jobs@yosemite.org](mailto:jobs@yosemite.org) Deadline for applications is March 8th, 2024.