



Alaska Riverways, Inc.

Job Description

Director of Retail

EMPLOYMENT CLASSIFICATION: Full-time, exempt

SUPERVISOR: President

JOB SCHEDULE: 40-60 hours per week as needed. Schedule is flexible based on the time of year and the demands of the operation. Spring and Summer schedule is more rigorous and will include 12-hour days and 60-hour weeks at times, particularly during spring startup.

SALARY: Salary DOE, bonus of up to 18% of base salary based on performance relative to board-set KPI's.

JOB SUMMARY: The Director of Retail is responsible for managing all retail operations for the Riverboat Discovery and for making sure all retail locations function smoothly while optimizing profits. Manage the Steamboat Landing gift shop, Discovery II and Discovery III gift shops, merchandise sales at the Chena Village, the online webstore, and help oversee the retail store at Gold Dredge 8. Responsible for warehouse operations, including merchandise selection and displays, purchasing, organization, receiving, tagging, sales, sales analysis, reporting, shipping, transferring merchandise to all stores, coordinating and scheduling staffing needs, staff development, training, and supervision. Manage the Captain Jim's Salmon brand and lead seasonal marketing campaigns as they try to expand the brands worldwide reach.

JOB QUALIFICATIONS:

- **Knowledge:** Previous history as retail manager and strong eye for merchandising.
- **Safety Focus:** Must be able to maintain a safe and comfortable environment for guests, employees, and the public.
- **Leadership Skills:** Must be able to evaluate, train, manage, counsel, and develop retail department team members.

- Customer-Service Focus: Must understand that customer service is a top priority and must conduct all actions with this in mind.
- Problem-Solving Skills: Must be flexible and able to produce appropriate solutions quickly, working across the organization at times. Must be able to find creative solutions to unique problems and employ a logical and organized thought process.
- Organizational Skills: Must know how to keep yourself and others organized and how to determine which tasks are the most important in a given list.
- Attention to Detail: Must keep focused on the small details that have come to define our brand and reputation.
- Communication Skills: Must collaborate with other administrators and support personnel, management, and clients on a regular basis.
- Stamina: Must be able to endure the demands of an intense spring and summer season that can require 12-hour days and 6 to 7 days a week.
- Computer Literacy: Must be able to use standard business software including Word Processing programs, Excel spreadsheets, Power Point, and other necessary programs.

DUTIES AND RESPONSIBILITIES: In consultation with or directed by the President.

- Know, understand, and practice the objectives of the department.
- Work with the President to solve problems.
- Recommend the establishment of procedures as necessary to meet the objectives
- of the department and evaluate their effectiveness.
- Develop and foster high morale, enthusiasm, and teamwork among staff.
- Be familiar with and able to interpret, apply and abide by all company and departmental policies and regulations.
- Conduct interviews of seasonal staff candidates and make wise short-term and long-term hiring decisions.
- Develop and organize orientation and training for new and returning retail employees.
- Develop retail training plans for gift shop and warehouse activities in conjunction with respective managers and then oversee the actual training of all retail staff in the areas of customer service, sales and register procedures and warehouse systems.
- Update the Retail Department Handbook as necessary to outline current systems.
- Direct and coordinate uniform inventory and distribution through the warehouse support staff.

- Supervise the retail team: managers, assistant managers, leads and associates with the goal of promoting efficient communication and fostering morale.
- Assign and/or coordinate daily tasks and specific goals for retail managers and associates and assume responsibility for accomplishing those tasks and goals in a timely manner.
- Supervise and assume responsibility for the attractions in Steamboat Landing:
 - Captain's Corner snack bar
 - Alaska at 40Below
- Coordinate staffing needs with dining hall managers/leads for assistance with registers, seating, and clean-up as needed.
- Monitor the inventory of retail supplies, create and track budget, and coordinate orders.
- Supervise and assume responsibility for the shipping function of the retail department.
- Conduct performance evaluations of employees and make recommendations for increased responsibility, promotion, counseling and/or termination. Report all to President for approval.
- Develop creative ways to improve and promote our webstore through online marketing and direct email marketing.
- Continually work to promote our signature products, both in season and out of season.
- Work with the President and the Captain Jim's Salmon supplier to ensure we have adequate levels of product on throughout the seasonal sales cycles.
- Lead the purchasing of merchandise during the off-season by attending vendor meetings and buying trips, perform reorder analysis during the season and make proposals for purchasing according to the buying budget.
- Assist with the organizational plan for the location of merchandise in all gift shops (Steamboat Landing, GD8, Discovery III and Discovery II) including designing and maintaining displays, and communicate the plan to the retail sales manager and support staff at Steamboat Landing. Assist with setup as needed in all locations.
- Manage and monitor storage of merchandise in the warehouse, as well as the overhang outside storage area as applicable.
- Take responsibility for the security of the gift shop and warehouse by following all closing procedures and reporting any maintenance issues as applicable to the, the Operations Manager or the Chief Engineer.
- Oversee the accurate collection of freight information for all received shipments.
- Direct tagging procedures and coordinate management of such with the warehouse support staff to ensure correct counts through approved methods.

- Assume responsibility for organizing and collecting purchase order receiving paperwork (actual collecting by warehouse support staff); i.e., packing slips, delivery manifests, count sheets, etc. and ensure that all paperwork is submitted in a timely manner to the Retail Buyers' Assistant for proper data record in the retail point of sale system.
- Report inventory levels in accordance with the inventory control plan and communicate overstock / under-stock inventory as necessary.
- Manage the end of season physical inventory project according to the Physical Inventory Project Plan and report inventory values to the President.
- Establish and direct appropriate procedures for timely and accurate transfer of merchandise to and from all stores (aka "Needs").
- Maintain effective reconciliation of daily transactions through communication with accounting specialists and POS system reports.
- Schedule and lead staff meetings in an appropriate time interval for managers and associates to communicate the vision of the retail department in the areas of merchandising, sales, and logistics. Listen to comments, concerns and suggestions and act as necessary to resolve conflict in an effective manner and report all to the President.
- Prepare sales reports for the President as assigned and take initiative to perform analysis independently to increase sales or improve upon existing merchandising strategies. Be prepared to present reports, answer questions, justify changes and listen to suggestions and constructive criticism from the President, Operations Manager, the President of Gold Dredge 8, and the General Manager of Gold Dredge for increasing sales and decreasing expenses.

KEY PERFORMAN INDICATORS: Set annually as a percentage of total bonus.

- Based on sales metrics across the retail storefronts. Set annually by President and Board of Directors.