



## ONLINE/WHOLESALE RETAIL LEAD

**Position Type:** Regular Full Time (non-exempt)

**Reports to:** Director of Retail

**Location:** Hurricane, UT

The position manages all online sales and content of retail products on ZFP website. The lead should remain aware of and contribute knowledge about products, discounts, and consumer preferences in order to build an effective online sales program. Position will also liaise with retail operation team to ensure accurate product rollout and updates of individual items. The role is focused on driving online sales through digital marketing, wholesale orders, mail order fulfillment, and outstanding customer service. Position requires 32-40 hours a week with flexibility as needed.

### WHO WE ARE

Zion National Park Forever Project (ZFP), a leader in non-profit public lands partnerships, believes that our employees are our greatest strength. As such, we are seeking an Ecommerce Retail Lead that is committed to our mission as the non-profit partner of Zion National Park, Cedar Breaks, and Pipe Spring National Monuments and providing our staff members with an exceptional brand experience. From the moment of hire, we want our employees to engage in the mission of ZFP and to understand the value of the contribution that each person makes to this important work.

### WHAT YOU'LL DO:

The Online Retail Sales Lead will be based at the ZFP Distribution Center in Hurricane, with occasional travel to park store locations and will be responsible for the following:

#### Leads:

- Day-to-day running of ZFP Online Park Store, including creating and updating content, investigating issues, monitoring site performance, and order fulfillment.
- Assist in the planning, implementation and follow through of retail marketing, including digital, promotional and direct mail activities.
- Regular analysis and reporting on key metrics including item and category sales, content and email.
- Respond to emails, postal or phone customer service inquiries with order fulfillment requests.
- Monitor trends and make recommendations for innovation and improvements.
- Review landing pages, product information, checkout options, and all other pertinent website-related systems to ensure their visual appeal, accuracy, and ease of use.
- Monitor customers' product reviews to gauge responses to the site.
- Perform other duties as assigned by management.

**Supports:**

- Communicates to leadership on processes, recommendations, and opportunities.
- Educate visitors on the uniqueness and value of ZFP retail products.
- Collaborate with appropriate stakeholders to ensure the rollout of website changes.
- Support park store and physical inventory needs as requested.

**KEYS TO SUCCESS (THE MUST-HAVES)**

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

**Hard skills:**

- Demonstrable experience in online retail and wholesale retail settings.
- Strong understanding of trend and style that is reflective of our brand.
- Basic understanding of photoshop or other photo editing technology preferred.
- A stickler for precision, creativity, and excellence.
- Eager about the role of technology in promoting business.
- Ability to stand, bend, and lift products as needed to create photography sets and displays.

**Soft skills:**

- Committed to the ZFP mission and to advancing a culture of inclusion within the organization.
- Eye for color, layout, scale, to create aesthetically pleasing graphic and written content.
- Ability to resolve customer questions and concerns in a positive and efficient manner.
- A solution driven attitude with a high level of empathy and compassion and effective communication skills.
- High capacity for creativity, resourcefulness, and collaboration.
- Flexible in work situations, willing to adapt to varied work assignments, and the ability to work with minimal supervision.

**WHAT ELSE YOU SHOULD KNOW**

Position is based at the ZFP Distribution Center in Hurricane, with occasional travel to park store locations. Zion Forever is an equal opportunity employer. We value diversity among our staff, and we encourage people of all backgrounds to apply to join our team.

This is a full-time, non-exempt, benefit-eligible position located in southern Utah. Work will be based in Hurricane, most days. This position must be flexible to work weekends and holidays. Housing is NOT available.

Salary begins at \$19.25 per hour. ZFP provides a comprehensive benefits package. Following a 90-day introductory period, you will be eligible for a broad array of benefits including vacation and holiday pay, sick leave, employer-supplemented health benefits package including medical, dental, vision, and health savings account (HSA) plan, long-term disability, and life insurance, a 401(k) retirement plan, discounts in our park stores, and an America the Beautiful National Park pass.

**HOW TO APPLY**

Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to Elizabeth Fiala, HR Manager, Zion Forever Project, at [elizabeth.fiala@zionpark.org](mailto:elizabeth.fiala@zionpark.org). For questions, contact Elizabeth Fiala or Savannah Dunn at [savannah.dunn@zionpark.org](mailto:savannah.dunn@zionpark.org).