



DIRECTOR OF RETAIL

Position Type: Regular Full Time (exempt)

Reports to: Executive Vice President of Retail

Location: Zion Forever Administrative Headquarters

The Director oversees daily activity of ZFP retail teams by managing workloads and schedules in order to meet daily business requirements, company goals, objectives and deadlines. The role is responsible for creating and integrating the tools and resources needed to include the coordination and standardizing of practices for regular open communication methods, team efficiency, and productivity. The Director manages personnel recruitment, development and employee retention year-round as well as creates and implements standard operating procedures manuals for retail and warehouse locations to ensure consistency in procedures, safety and productivity. The role provides revenue and other organizational reports as needed. Implement retail strategies, inventory processes, merchandising displays, and team motivation to support vision of organization through development and park needs, within budget. Assesses daily retail operational requirements for all park stores, website and wholesale operations.

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 a Director of Retail 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 Director of Retail will be based in the Zion National Park Administrative Offices with frequent travel to off-site park store locations and will be responsible for the following:

RETAIL OPERATIONS - 60%

- Work with the Executive Vice President of Retail, management and managers to encourage the creation and communication of organization goals and awareness of mission.

- Oversee internal operational functions to create and integrate retail guidelines, objectives throughout all aspects of retail operations to achieve budgeted goals.
- Maintain compliance with partnership agreements, scope of sales, mission, human resources and safety requirements.
- Direct merchandising of products and messaging in park stores to enhance park store visitor and ambassador experience and set the tone of park culture.
- Strategize methods to increase daily sales for efficiency and effectiveness.
- Mentor managers, identifying skills and opportunities for development; providing guidance and motivation as needed.
- As requested, produce a range of financial / non-financial reports, sales strategies and trends for EVP of Retail and management team.
- Train retail managers to consistently apply accurate retail inventory and record keeping procedures.
- Ensure processes, guidelines and expectations of retail presence on ZFP website and social media platforms are in place.
- Oversee wholesale and website revenue platforms and personnel as the opportunity for generating new revenue streams are expanded.

INVENTORY MANAGEMENT - 20%

- Monitor inventory levels across all park stores to ensure inventory is on hand for managers to achieve individual park store goals.
- Identify visitor preferences and forecast consumer sales trends.
- Direct management of annual physical inventory preparation and count process.
- Attend trade shows and educational trainings to remain up to date with best practices and market trends.

TEAM LEADERSHIP - 20%

- Provide effective leadership by encouraging and motivating team by exhibiting a strong commitment to the Zion Forever Project values and mission.
- Recruit, and develop staff ensuring adherence to organizational procedures.
- Work cross-functionally with ZFP teams to accomplish various projects and ensure brand alignment.
- Ability to offer creative, and solution driven ideas for process improvement and retail growth.
- Communicate and model company standards and policies.

KEYS TO SUCCESS (THE MUST-HAVES)

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

Hard skills:

- Bachelor's degree in relevant field or minimum 3 years' progressive retail experience in a high volume retail setting required.
- Purchasing and/or inventory management experience required.
- Knowledge of current technology needs to support best retail practices and aptitude to learn new applications quickly.
- Ability to stand, bend, and lift product boxes of up to 40 lbs.

Soft skills:

- Committed to teaching the ZFP mission and to advancing a culture of inclusion within the organization.
- Effectively communicate through face-to-face, phone and digital communications. This includes active listening, speaking, observing and empathizing.
- Excellent organization, project planning, and time management skills with attention to detail.
- Eye for color, layout, scale, to create aesthetically pleasing displays and signage.
- Lead and influence store management and teams to support retail objectives.
- Ability to maintain confidential organization and staff information.
- Positive solution driven attitude and effective communication skills.
- High capacity for creativity, resourcefulness, and collaboration.

WHAT ELSE YOU SHOULD KNOW

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, exempt, benefit-eligible position located in southern Utah. Work will be based in Zion National Park most days. This position must be flexible to work weekends and holidays. Housing is NOT available.

Salary is commensurate with experience. 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. For questions, contact Elizabeth Fiala.