



White Pine Touring Assistant Store Manager

This position is responsible for the daily operation of White Pine Touring retail store; ensuring excellent customer service is provided by a well-trained, highly motivated, personable staff. The role includes assisting with strategizing sales and marketing plans to drive revenue into the store, budgeting, financial reporting and maximizing profits with minimum cost.

This individual will have responsibility to assist in merchandising, inventory control, compiling sales data, and monitoring trends. It is expected that the Retail Store Assistant Manager will be on-site and oversee employee-customer interactions serving as a salesperson as required.

Job Responsibilities:

- Responsible for and authorized to assist with all functions relating to the management of the retail store to achieve profit objectives including hiring, training, and motivating staff to provide excellent customer service; periodically reviewing, recognizing accomplishments, planning, forecasting, budgeting, and financial reporting as required and at the direction of the Retail Store Manager.
- Assist with creating sales/marketing strategies, promotions, advertising, and merchandising programs.
- Evaluating customer feedback, sales reports, trends, competitor strategies/programs, etc. and providing timely information to Retail Store Manager.
- Responsible for and authorized to ensure proper repair, maintenance, and upkeep on facility.
- Responsible for communication directly with customers as needed, resolving problems, and spending a portion of time on the sales floor actively selling.
- Expected to maintain the safety of the staff and store.
- Authorized to assist company employees with accessibility to employee discount program and equipment rentals.
- Responsible for opening and closing duties.
- Responsible for making daily bank deposits.
- Able to step in for the Retail Store Manager when Retail Store Manager is unavailable.
- Foster an open environment where team members and customers opinions are respected.

Education:

- Required: High School Diploma or GED
- Preferred: Bachelor's Degree in Marketing, Sales/Merchandising, Business, or another related field

Work Experience Required:

- 2-3 years retail store experience in outdoor equipment industry

Skills:

- Budgeting, time management, staffing/scheduling personnel, product knowledge, computer skills and basic accounting are required. Experience: knowledge of mountain biking, rock climbing, backcountry skiing, cross country skiing, snowshoeing. Retail management merchandising, strong organizational and communication skills.