

## **Golden Isles Convention & Visitors Bureau**

**Job Title:** Retail Manager

**Department:** Administration

**Reports to:** CFO

**Classification:** Full Time, Year-Round Position with Benefits

### **SUMMARY**

The Golden Isles Convention and Visitors Bureau (CVB) is a nationally recognized destination marketing organization dedicated to promoting tourism in Glynn County, Georgia. The CVB operates the Live Oak Shop, a curated retail storefront within the Welcome Center on St. Simons Island. We're seeking a Merchandising Manager who understands the dynamics of retail and is passionate about showcasing the Golden Isles through thoughtful product selection and presentation. This role will drive the vision, strategy, and day-to-day operations of the shop—blending creative merchandising with data-driven decision-making to enhance the customer experience and strengthen our brand presence.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Lead a strategic merchandising plan that drives revenue, reinforces brand standards, and enhances the visitor experience
- Lead retail operations by initiating and coordinating program procedures
- Ensure consistent visual merchandising and train staff to uphold brand presentation standards
- Implement cross-training of employees to uphold the store brand and the retail efforts of the CVB
- Streamline daily operations, policies, and service standards to maximize retail efficiency and guest satisfaction
- Support hiring, training, and team development to foster a high-performing, hospitality-driven environment
- Manage annual budgets, monitor financial performance, and improve profitability through inventory planning and cost control
- Use sales data and trends to guide buying decisions, balancing owned and consignment inventory for maximum return
- Track and evaluate KPIs to uncover growth opportunities and drive continuous improvement
- Source unique, locally made merchandise; manage vendor relations, purchasing, and product performance
- Design elevated, seasonal displays that reflect the shop's premium identity and respond to customer behavior
- Develop promotional calendars, in-store events, and markdown strategies to drive store traffic and sales
- Partner with marketing on campaigns, product storytelling, and social media content tied to merchandise
- Launch and oversee e-commerce operations, integrating inventory and customer experience across platforms

### **FINANCIAL REPORTING AND RESPONSIBILITIES:**

- Partner with the Finance Team to manage all retail financial operations, ensuring accuracy, accountability, and transparency
- Collaborate closely with the Senior Accountant to prepare purchase orders, verify incoming inventory, and maintain precise records
- Lead periodic inventory cycle counts to support accurate financial reporting and operational integrity
- Oversee configuration and maintenance of the Square POS system, including user access, item setup, and data accuracy
- Ensure all merchandise is properly documented with pricing, descriptions, and SKU data to support inventory control and reporting
- Maintain and refine a real-time KPI dashboard to monitor performance and drive continuous improvement

- Prepare and present monthly sales reports with actionable insights for cross-functional leadership
- Analyze category, item, and vendor performance to identify growth opportunities and support strategic decision-making

#### **OTHER**

- Other special projects, reports, tasks, and financial assessments as assigned by the CFO or Senior Management
- Attend and participate in staff meetings, department meetings and other company training programs as required

#### **QUALIFICATIONS**

- Four-year college degree
- 2 + years of experience in a merchandising management role
- 2 + years in both a retail and online platform
- Knowledge of market trends and principles
- Excellent written and oral communication skills
- Excellent analytical skills
- Creative problem solving skills
- Proficiency in Microsoft Office (Word, Excel, Publisher, Outlook, PowerPoint, Teams, etc.)
- Proficiency in Square Point of Sale software or equivalent software
- Highly organized with all aspects of work, both digital and paper
- Ability to lift 30 pounds safely and adequately to waist height and carry as required
- Ability to walk and/or stand for extended periods of time

#### **COMPENSATION**

Compensation will consist of an attractive base salary, vacation, health and dental, and vision benefits and participation in the company retirement program.

#### **CONFIDENTIAL INFORMATION**

This position has access to confidential information that may include financial, personnel, clients, contracts, passwords, codes, etc. Employees are expected to comply with CVB policies, and all legal requirements related to confidential information.

*NOTE: Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required. The employee must be flexible regarding changing policies and procedures as well as varying deadlines.*