

GENERAL MANAGER and BUYER (2020)

Alpenglow Adventure Sports is searching for a dynamic and detail-oriented General Manager that loves to sell and constantly seeks to improve themselves and their environment. The right individual will approach the position with an entrepreneurial attitude - always seeking ways to take responsibility away from ownership. Qualified candidates must be highly self-motivated and directed, as the position allows for a great degree of autonomy and direct control over many aspects of company operations.

With a small core staff, the General Manager's personal sales and operational performance are central to achieving the company's sales and profit objectives, as well as setting the pace and standard for the entire team. This position also assists in the running of a climbing and mountaineering learning institution based inside of two retail stores - one based in Orono, ME, a small university community and one in Bar Harbor, home of Acadia National Park. They also leverage an integrated e-commerce platform in the process.

The position of General and Buying Manager is a challenging, highly independent position offering the right individual the opportunity to manage multiple aspects of Acadia Mountain Guides Climbing School and Alpenglow Adventure Sports. It requires the right individual to make their work their priority and to work quickly, efficiently, and tirelessly to maintain and improve operating standards across company operations.

This position is based primarily in Orono, Maine and requires some travel to Bar Harbor.

General Responsibilities

- First and foremost, this person must be the voice of our organization. Represents the vision and mission of Alpenglow Adventure Sports and Acadia Mountain Guides to the general public via superior service and educational emphasis.
 - Performs at a high level without direct or day-to-day supervision of ownership.
 - Works with owner to further develop the vision and mission of the corporation. Problem solves as needed. Responsible for making critical decisions on a regular basis.
 - Maintains situational awareness of the interplay of multiple occurring issues
 - Makes use of evolving technologies to improve company performance.
 - Improves over prior operating paradigms and create structure and solutions where necessary.
 - Prevents and eliminate waste, redundancy, and clutter.
 - Protect company assets through awareness of loss prevention.
 - Primary manager of retail and e-commerce operation while maintaining functional awareness of climbing school management.
 - Serves as operations director for retail sector to include marketing, sales, inventory management, customer and employee relations.
 - Assists in managing a team of store employees and instructors and guides with a focus on retail staff.
 - Requires periodic weekend and holiday work.
 - Ensures we "walk our talk" and are environmentally responsible by recycling, conserving water, electricity, composting, leading cleanups, and carpooling.
 - Passionate for outdoor activities, experience with the gear we sell and interest in getting others outside in a responsible manner.

Administrative Management (30%)

- Prepares Deposits and manages cash on hand for retail stores
- Maintains accounting records, tax reporting, manages payables and receivables, credit card accounts and corporate checkbook.
- Prepares monthly account statements for the owner.
- Appropriately files school related records.
- Oversees retail employees delegating a variety of assignments as needed. Develops daily work schedules and feedback processes. Process evaluations, etc. Ensures adequate store coverage. Meets weekly with employees.

- Organizes start up and on-going training for retail employees. Assists in startup and on-going training to school employees.
- Familiar with services, answer questions, make reservations, etc. Monitors written, published and website materials for both school and retail store.
- Maintains retail client data files, manages email. Manage address lists of retail clients and information requests. Send regular electronic and post notifications of sales, special programs, etc. Manage the response to and processing of potential client requests. Oversees reservation data collection and data input of other employees.
- Prepares retail related updates to Employee Manual
- Develops and places ads for magazines, brochures, and radio and social media.
- Develops, plans and promotes future programs and marketing strategy.
- Communicates expectations to employees, conduct staff performance evaluations, reward and discipline staff.
- Maintains an efficient ordering system to ensure that all necessary daily retail and office related operational supplies are available as needed.
- Performs additional duties as assigned by the Owner.
- Communicates and follows up on directives from owner.

Retail Management and Sales (15%)

- Serve as manager of retail locations.
- Organizes the Bar Harbor location for seasonal opening and closure.
- Hires, manages, and schedules sales associates to ensure that the company's goals will be met through appropriate planning and organizing of staff.
- Oversee and develop training initiatives for sales associates on products and services.
- Oversees and maintains point of sale system.
- Manage and respond to email requests.
- Provides sales coverage. Operate customer service and checkout counter. Answers phone and email, processes in store sales, internet and phone mail orders, processes climbing school reservations, send customer confirmations, enters client data.
- Sells climbing gear, backpacks, tents, sleeping bags, footwear, outdoor other related goods.
- Increasingly develop personal product knowledge and marketing ideas for products. Develop high quality in-store displays and merchandising standards for both school and outdoor retail. Develop competitive promotion programs.
- Maintain the highest-possible merchandising and housekeeping standards through a clean and well organized store and office.
- Monitor and maintain familiarity of all written, published and website materials for climbing school and retail operation.

E-Commerce Management (25%)

- Maintains on-line store and ensures inventory is well represented online by monitoring existing and oversees writing new product descriptions.
- Develops and executes online sales on the website
- Receives, processes and ships on-line orders and processes product returns as needed.
- Develop inviting core content for monthly newsletters.
- Develops merchandising cycles and competitive promotion programs.
- Becomes familiar with search engine rankings and best practices for improving natural search traffic
- Analyzes the competitive marketplace, including monitoring competitor websites and promotions to find areas we can improve upon.

Inventory Management (25%)

- Manage an annual inventory of over \$250,000.00. Oversees and maintains inventory systems.
- Evaluates and selects new merchandise and product categories
- Prepares preseason and ASAP orders
- Prepares POs and receives inventory as needed
- Attends trade shows brokering best terms for inventory purchasing.

- Entering inventory into point of sale, printing and tagging products as they arrive.
- Reconciling inventory levels between multiple sales channels (web & brick and mortar).

Climbing School and Summer Camp (5%)

- Sells instructional climbing, guided climbing, summer climbing camps as well as expeditions and professional training.
- Responds to phone and email inquiries on instructional climbing, guided climbing, summer climbing camps as well as expeditions and professional training.
- Assists in the marketing of climbing school and summer camps, occasionally attends relevant conferences or shows.
- Serves as a second set of eyes on reservation system - checking for information accuracy, scheduling concerns, etc.
- Works with colleagues to develop the stores as hubs for the community, offering monthly events such as films or clinics that focus on driving company sales.
- Occasionally attends courses and shadows guiding offered by school to better familiarize self with product.

Qualifications

- Requires excellent people skills, solid organizational skills, and an ability to work independently without a supervisor present.
- A knowledge of outdoor activities, particularly rock and ice climbing, and outdoor equipment or a willingness to rapidly learn is required.
- Knowledge of local climbing, hiking and paddling helpful.

The characteristics we seek are:

- Desire to work hard and with little supervision in a fast-paced and dynamic small business.
- Is extremely organized, super attentive to detail and has analytical and problem solving skills.
- Is okay spending a major portion of the day inside but looks forward to getting outside to climb and hike, ect.
- Superb familiarity with efficient use and maximization of multiple forms of social media to include Facebook, Twitter, Pinterest, Instagram, Google, etc.
- Experience with internet marketing, search engine optimization and web analytics. Proficiency with Mac systems, MS Excel, MS Word, Adobe Creative Suite, web analytics, and HTML.
- Solid outdoor product knowledge and retail experience that is customer service-oriented and sales driven.
- Is professional in appearance, confident, articulate and comfortable speaking with strangers.
- Proficient spelling and grammar in order to write product descriptions.
- Enjoys and is able to work independently and without regular supervision.
- Ability to communicate effectively and appropriately with various audiences.
- Accurate data entry skills for effective customer and inventory management are key to success.
- Performance demonstrating on the job initiative and innovation. Enjoy solving small problems.
- Productive work methods and sound judgment while multitasking.
- Ability to work flexible hours.
- Typical work week is approximately 40 hours - available to work a minimum of one weekend day. This position is possible to be less than 40 hours and we will still look at a candidate who is available less than 40 hours as well.
- Some travel required.

Physical Requirements

- Ability to stand/walk for extended periods of time, necessary to provide sales floor coverage related to customer service and loss prevention.
- Ability to reach overhead, bend, squat, kneel, and carry product, necessary for customer service, inventory re-stock, and store merchandising.
- Ability to walk up and down the staircase, carrying boxes, product, and other necessary store related items.
- Ability to perform store maintenance items: sweep, vacuum, empty trash, clean.
- Ability to safely lift boxes up to 55 lbs.

- Comfortable climbing ladders.

Benefits:

- Salary is negotiable based on experience.
- Flexible schedule within working hours of 8 am- 8 pm
- Five days paid vacation after the first six months followed by two weeks paid vacation after 12 months employment.
- Up to 4 paid hours per week to climb, ski, paddle or hike with owner approval.
- Annual growth incentive

To Apply:

- Send a resume and cover letter to Jon Tierney (shop@alpenglowgear.com)
- Applications are open until this job is filled. Please call (207-866-7562) or email with questions.
- After receiving your application, we will evaluate it and, if you are among the qualified candidates, we will arrange an interview. EEOE.