



## **Product + Sales Lead**

**Start Date: Fall 2025**

### **Who we are:**

Opened in early 2017, Fix is a coffee bar and bike shop, all under one roof in downtown Toronto's west end, and, more recently, at our second location at The Well. In addition to serving as a local community hub, we offer well-designed, quality bikes and accessories and provide professional, accessible repair services to urban cyclists, as well as those heading out on weekend adventures. The coffee bar focuses on serving exceptional quality coffee drinks, along with other types of beverages and some light food options, mainly baked goods, sandwiches and wraps made in house.

### **How you fit in:**

- Taking ownership and leading the direction for both in-store and online bike and accessory sales.
- Crafting the approach to customer experience, testing out methods, refining processes, and helping to grow annual sales and profits.
- Training, mentoring, delegating tasks and providing feedback to junior staff.
- Strategizing on product placement, display and merchandising.
- Along with the General Manager and Service Lead, helping to evaluate and determine the product offering for bikes, accessories and some parts.
- Helping to liaise with brand and distributor sales representatives, place orders (including booking orders), and follow up on customer special orders.
- Helping track inventory levels in collaboration with the Service Lead.
- Minor repairs such as flat fixes and accessory installations to assist the Service team, though the primary role is to communicate with customers and delegate tasks to the rest of the team.
- Providing feedback and input to the management team on work processes, product selection and overall bike shop operations, for the purpose of continual improvement and refinement.
- Navigating difficult customer interactions with patience and poise, always ensuring the emphasis is on the customer experience.

#### **Fix Coffee + Bikes**

80 Gladstone Avenue, Unit 1  
Toronto, ON M6J 3K9

486 Front Street West, Unit UG28  
Toronto, ON M5V 0V2

fixcb.ca @fixcoffeebikes



**Fix**  
coffee  
+bikes

**What makes a good fit:**

- Above all, an outstanding communicator who has prior customer service and leadership experience.
- A bike maven: someone with exceptional product knowledge, understanding of bike history and thirst to constantly learn about new products, designs and innovation in the bike industry.
- Minimum 2 full years of bike retail experience. Must be proficient with Point of Sale (POS) systems for sales, work orders, ordering, and inventory control. Familiarity with Lightspeed POS is a huge plus.
- Up-to-date S-tec, Sram U and other relevant certifications an asset, though not required.
- A motivated team-player who understands hospitality and the customer experience.
- A wide range of education and work experience, a thirst to be innovative, and the ability to apply it to the role at Fix.

**What you get:**

- \$50,000 to \$60,000 per year, based on knowledge, skill and experience.
- 35-40 hours/week.
- Opportunity for extended healthcare benefits as they become available.
- Top-notch coffee and tea on the house, and a warm and lively community hub as a workplace.
- Staff discounts on bike and coffee retail items.
- Access to a full-service bike workshop.

**How to Apply:**

- Send your cover letter and résumé to [info@fixcb.ca](mailto:info@fixcb.ca)

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