

Director of Retail and Product Program

Reports to: Chief Operating Officer

Location: 3214 Skipwith Road, Richmond VA 23294

Full-Time | Exempt

About the Role

The Girl Scouts of the Commonwealth of Virginia is seeking a dynamic, strategic, and results-driven Director of Retail and Product Program to lead and grow our retail operations and oversee our premier entrepreneurship programs for girls, including the iconic Cookie Program and Fall Product Program.

This leadership role blends strategy, analytics, customer experience, and team development. The Director of Retail and Product Program will drive revenue growth, enhance both in-store and online experiences, and ensure that every interaction reflects the warmth, integrity, and quality of the Girl Scout brand.

If you are energized by data-informed decision-making, retail innovation, team leadership, and empowering girls to build entrepreneurial skills — this role is for you.

Key Responsibilities

Strategic Leadership & Revenue Growth

- Lead the strategy and execution of all retail and product programs, including Cookie and Fall Product.
- Drive year-over-year sales growth through data analysis, forecasting, and market insights.
- Identify opportunities to increase participation, retention, and customer engagement.
- Develop and manage program budgets, revenue projections, and performance metrics.

Retail Operations & Customer Experience

- Oversee retail shop operations (in-person and online).
- Enhance the customer experience to reflect the Girl Scout brand's warmth and excellence.
- Ensure operational efficiency in inventory management, merchandising, and fulfillment.
- Monitor and improve sales systems and reporting tools.

Volunteer & Cross-Department Collaboration

- Collaborate with marketing, membership, and finance teams to align strategy and execution.
- Support volunteers and staff in delivering strong business outcomes across service areas.

Team Leadership

- Supervise and develop direct reports.
- Foster a culture of accountability, innovation, and customer service excellence.
- Set clear performance expectations and measurable goals.

Qualifications

- Bachelor's degree in Business, Retail Management, Marketing, or related field (or equivalent experience).
- 5+ years of progressive leadership experience in retail, sales, or product program management.
- Demonstrated success driving revenue growth and meeting sales targets.
- Strong analytical skills with the ability to interpret data and translate insights into action.
- Experience managing teams and developing staff.
- Excellent communication and collaboration skills.
- Passion for youth development and the Girl Scout mission
- Must be willing to work a flexible schedule including nights and weekends.