

Girl Scouts of the Commonwealth of Virginia Retail Store Manager

Department: Retail

Reports to: Director of Retail/Product Sales

Council Overview:

Girl Scouts of the Commonwealth of Virginia Girl Scouts of the Commonwealth of Virginia serves over 10,000 members: more than 6,000 girls and 3,700 adults (in thirty counties and six cities within Central, Northern, Southside, and the Northern Neck regions of Virginia). Girl Scouts is the world's preeminent leadership development organization empowering girls of all ages to discover their potential, build valuable skills and self-confidence, and become agents of change in their communities and as global citizens.

Job Summary:

The Retail Store Manager provides strategic and operational leadership for all council retail sites, ensuring an exceptional customer experience, driving sales growth, and delivering positive financial results. This role aligns retail operations with council goals, oversees inventory management, and implements sales strategies to meet and exceed KPIs. The Retail Store Manager is responsible for maintaining strong product knowledge, optimizing merchandise displays, and fostering customer loyalty through excellent service and effective sales transaction management.

Girl Scout Core Competencies:

Leadership and Stewardship, Critical Thinker, Communicator, Customer Centric, Relational Intelligence, Sales and Retail Focus, Social Justice and Inclusion

Essential Functions and Responsibilities:

- Interpret, communicate, and promote the Girl Scout mission, promise, and law to colleagues, volunteers, members, and customers.
- Provide leadership for day-to-day management of all council retail sites, ensuring procedures support effective communication and customer service.
- Flexible schedule to include weekends and evenings as needed.
- Deliver excellent customer service, fostering customer loyalty and supporting the development and retention of girl/adult membership.

- Maintain and optimize the point of sale (POS) system for accurate sales transaction processing and inventory tracking.
- Oversee inventory ordering, management, and merchandising to ensure appropriate stock levels and visually appealing displays that enhance the shopping experience and drive sales.
- Implement GSUSA and council-specific marketing plans, promotions, and events to boost sales and achieve financial goals.
- Track sales performance, analyze reports, and suggest improvements to drive sales growth and meet/exceed KPIs.
- Maintain current product knowledge and ensure staff are trained to promote and support the Girl Scout Leadership Experience.
- Collaborate with council staff and volunteers to support strategic goals and sustained membership growth.
- Develop and monitor departmental budgets, ensuring resources are allocated effectively to achieve retail objectives.
- Ensure compliance with safety standards, council guidelines, and applicable laws in all retail activities.

This job description is a summary of this position, and other responsibilities may be assigned as needed. The Girl Scouts of the Commonwealth of Virginia reserves the right to review and modify this position as needed.

End Result:

The Retail Store Manager ensures the council's retail operations achieve sales growth, customer satisfaction, and operational excellence, positioning the Girl Scouts of the Commonwealth of Virginia to meet annual retail goals.

Experience and Skills:

Bachelor's Degree or three years comprehensive experience in retail or sales management and experience in a non-profit environment preferred. Excellent interpersonal, organizational, time management, and oral/written communication skills with outstanding customer service skills and proficiency with retail technology and project management tools. Ability to work effectively with diverse populations and a flexible schedule, including evenings and weekends. Strong product knowledge and ability to train staff. Must be detail-oriented, with personal integrity and professional conduct. Ability to articulate the mission

and values of the Girl Scouts and work collaboratively with staff, volunteers, community organizations, and members.

Physical Requirements:

Ability to sit and/or stand and focus on work for extended periods, use a computer, telephone, and related business equipment. Must be able to communicate effectively with others. Requires the ability to travel within the communities served and is susceptible to weather conditions prevalent at the time. Able to work mornings, evenings, and weekends as the work requires. May be required to lift to twenty-five pounds.

Girl Scouts of the Commonwealth of Virginia does not discriminate on the basis of race, color, creed, religion, gender, age, disability, national origin, citizenship, marital status, genetic information, sexual orientation, or any other legally protected status. Reasonable accommodations will be made for physical and mental limitations of applicants when necessary.

Manager position salary range: \$44,000 – \$46,000