



## **Job Description: Manager of Retail Operations (Gift Shops & E-Commerce)**

Full-Time, Year-Round

Reports To: Executive Director

Location: Alma NB

Start Date: March 2026

Starting Salary Range: \$52,000-\$55,000 + Health Benefits. Two weeks paid vacation.

Application Deadline: February 13<sup>th</sup>, 2026

### **Position Overview**

Friends of Fundy is seeking an experienced and entrepreneurial Manager of Retail Operations to lead the growth, impact, and daily management of two gift shops located in Alma and Fundy National Park and their complementary e-commerce platform.

This full-time position is responsible for the strategic planning, staffing, inventory, e-commerce development, vendor engagement, and operational excellence of both physical and online retail platforms. The ideal candidate brings a passion for local culture, sustainability, and creative entrepreneurship.

While the successful candidate will be expected to locate to or reside within 20 minutes of Alma, the nature of the position's year-round schedule will allow some flexibility in working from home during the slower season.



## **Key Responsibilities:**

### **Strategic & Operational Management**

- Oversee day-to-day operations of gift shops and the organization's e-commerce platform
- Manage budgets, staffing, scheduling, and operational readiness.
- Lead the development and implementation of a year-round retail strategy, including seasonal and shoulder-season store and online sales. Key aspects include planning and managing inventory; prioritizing locally made and sustainable goods; monitoring and responding to sales trends and adjusting merchandising as needed.

### **E-Commerce Platform Growth**

- Maintain and enhance the organization's online store, including product listings, user experience, and performance tracking, with a goal to increase this area of operational revenue.
- Work with marketing and communications staff to align online campaigns, seasonal promotions, and digital storytelling.
- Analyze online sales data to refine product offerings and improve digital engagement.
- Identify and implement third-party integrations, packaging/shipping workflows, and inventory sync solutions.

### **Marketing & Community Engagement**

- Create visually compelling in-store displays and engaging online product presentations.
- Collaborate on retail campaigns and cross-promotions with local partners and tourism networks.
- Champion the stories behind local products and artisans in-store and online.
- Represent Friends of Fundy's retail presence at community events, markets, and meetings.

### **Team Leadership & Human Resources**

- Recruit, train, schedule, and supervise seasonal and year-round staff.
- Build a positive, supportive, and collaborative team environment.
- Conduct staff performance evaluations and support professional development.

## **Qualifications:**

### **Education**

- Degree / Diploma / Certificate in Business, Retail Management, E-Commerce, Community Economic Development, Tourism, or a related field.

### **Experience**

- Minimum 3–5 years of leadership in retail operations, with at least 1–2 years managing or contributing to e-commerce platform, or equivalent experience.



- Demonstrated success in seasonal or tourism-based retail settings.
- Experience with inventory management systems, POS, budgeting, and staff supervision.
- Familiarity with platforms such as Lightspeed.

#### **Skills & Attributes**

- Strong leadership, organization, and decision-making skills.
- Knowledge of retail metrics, digital analytics, and customer behavior insights.
- Excellent communication and interpersonal abilities.
- Ability to thrive in a rural setting and adapt to seasonal business cycles.

#### **To Apply:**

Send a resume and cover letter (in one PDF) to [office@friendsoffundy.ca](mailto:office@friendsoffundy.ca) with the subject line:

Application – Manager of Retail Operations

Application period closes: February 13, 2026

Friends of Fundy / Fundy Guild Inc. is an equal opportunity employer and is committed to fostering an inclusive, accessible, and respectful workplace.