

Job Title: Gift Shop Manager

Organization: Musk Ox Farm Palmer, Alaska

Reports to: Education Director

Organization Overview: The nonprofit Musk Ox Farm promotes gentle musk ox husbandry, qiviut production and provides education to the public. The musk ox is an Ice Age mammal that once roamed the earth alongside sabre-tooth tigers and woolly mammoths. Keeping them warm in the winter, musk oxen produce qiviut (kiv'-ee-ute), the soft underwool of a musk ox and one of the warmest and finest natural fibers. In the spring, when the animals are shedding naturally, farm staff will gently hand-comb qiviut from all the members of the herd. We welcome visitors to the farm from all over the world for a closeup educational experience with these magnificent ruminants left over from the Pleistocene Epoch. We offer educational agritours and programs, engaging exhibits, and a gift shop featuring some of the world's only gently hand-combed qiviut fiber, qiviut yarn, and qiviut garments among other carefully curated musk ox inspired gifts.

Job Summary: The Retail Manager is responsible for the overall management and success of the farm's gift shop and online store. This role requires retail expertise, ability to merchandise, and a strong understanding of marketing and graphic design. The ideal candidate will be a creative and results-oriented individual who can drive sales, enhance the customer experience, and effectively promote both the farm's retail offerings and its educational programs.

Key Responsibilities:

- **Retail Operations:**
 - **Gift Shop Management:** Oversee daily operations, including sales, merchandising, inventory management, and customer service. Ensure a welcoming and engaging shopping experience.
 - **Online Store Management:** Manage the farm's e-commerce platform, including product listings, order processing, and inventory updates.
 - **Inventory Control:** Maintain accurate inventory records, forecast needs, and place timely orders with vendors.
- **Marketing & Design:**
 - **Product Photography & Graphic Design:** Create high-quality product photos and develop visually appealing marketing materials including brochures, flyers, social media graphics.
 - **Branding & Visual Merchandising:** Develop and implement a strong visual identity for the gift shop and online store ensuring a consistent brand experience across all platforms.
 - **Marketing Campaigns:** Plan and execute marketing campaigns to promote seasonal sales, new products, and special events.

- **Social Media Management:** Manage the farm's social media presence (e.g., Instagram, Facebook)-as it pertains to retail products, to engage with customers, and to promote the farm's brand.
- **Education Program Promotion:**
 - **Integrate Education:** Develop creative ways to promote educational programs through the gift shop and online store (e.g., themed displays and bundled offers).
 - **Collaborate with Educators:** Work closely with the Education Director to align retail offerings with educational programming and develop relevant product lines.
- **Financial Management:**
 - Track sales data and analyze performance metrics. Prepare reports on sales, inventory, and marketing campaign effectiveness.

Qualifications:

- **Retail Experience:** Minimum 2 years of experience in retail management, including inventory management, customer service, and sales. Must be familiar with use, maintenance, and growth of POS systems.
- **E-commerce Expertise:** Experience with e-commerce platforms, online marketing, and digital marketing strategies.
- **Marketing & Design Skills:** Proficiency in graphic design software (e.g., Adobe Creative Suite and Canva), photography, and social media marketing.
- **Excellent Communication & Interpersonal Skills:** Ability to effectively communicate with customers, staff, and vendors.
- **Strong Organizational & Time Management Skills:** Ability to prioritize tasks and work with a diverse team to accomplish mutual goals.
- **Appreciation/understanding of Fiber and Fiber Arts**

To Apply: Please submit a cover letter, resume, and three professional references to dani@muskoxfarm.org. Please do not contact the farm, we will reach out to you to schedule interviews as needed.

Deadline: Open until position is filled.