Position Description: Gift Shop Manager

Position: Gift Shop Manager

Reports to: Director of Sales & Marketing

Date: January 2016

Nature and Scope
Wanuskewin Heritage Park is a National Historic Site that brings to life the history and culture of the Northern and Plains First Nations peoples. The 760 acre Park located north of the city of Saskatoon stands as a living memorial to the people who gathered here for over 6,000 years. The stewardship of the Park and its resources rests with the Wanuskewin Heritage Park Authority established under the Wanuskewin Heritage Park Park Act of Saskatchewan.

The Gift Shop Manager is accountable for all aspects of the retail gift shop including inventory control, purchasing, merchandising, achievement of sales targets, recruitment and retention of up to four direct reports, budgetary responsibility including development of an annual work plan.

General Accountability
The Gift Shop Manager is located on site at the Wanuskewin Heritage Park and reports to the Director of Sales & Marketing. The incumbent is accountable for providing leadership and management in all program and client related areas including the following:

- **Client Focus and Service**—ensuring quality service excellence for clients by creating a welcoming and aesthetically pleasing gift shop and ensuring strong thorough product knowledge.
- **Product Management**—ensures excellence and knowledge in the products being sold and strong ability to merchandise items in an effective and appealing manner. Experience in ordering, receiving and inventory of product.
- **Fostering Key Relationships**—the ability to effectively negotiate with vendors and first nations artists on product quality and pricing.
- **Budgetary Responsibility**—through development of an annual work plan achieves revenue goals of department and ensures longevity of assets and adequate procurement of inventory.
- **People Management**—responsible for recruitment, training and retention of Gift Shop staff.
- **Online Store**—manages & maintains online store sales & inventory
- **Industry**—remains current with industry knowledge & trends, as well as local community events & sales opportunities

Specific Accountabilities
The incumbent provides leadership in managing the day to day operations in the gift shop, including client service, product control and placement, development of a work plan, budget and through management of staff.

1. **Department Management**
   - Fosters a culture of client focus, service excellence, and cultural sensitivity throughout the organization.
   - Ensures overall success through annual work plan and budget development
   - Ensures the Director is updated through monthly reporting on the successes and challenges of the gift shop.
   - Provides leadership and training to direct reports ensuring retention of staff.
Ensures authenticity of products being sold in the Gift Shop.
Maintains positive relationships with First Nations artists and other product
Ensures the Gift Shop is aesthetically pleasing through merchandising and product
placement.
Ensures continuous quality of products and pricing
Maintains on-line shopping tool, updating merchandise and fulfilling sales orders.
Works collectively with Marketing to increase sales to target markets.
Maintains an organized system of pertinent documentation to the functionality of the
department.
Ensures adherence to Wanuskewin’s employee policies, rules and regulations.
Develop procedure manuals and training guides for the gift shop department to perfect
functionality.

2. Strategic Planning

Participates as a member of the department team in the development of Wanuskewin’s
Strategic Plan by providing significant information and direction relative to the organization’s
gift shop revenue stream and activities.
Ensures plans and strategies are aligned with emerging trends and needs of key
stakeholders.
Ensures the Gift Shop’s operational plan is aligned with Wanuskewin’s strategic plan.

3. Relationship Management

Internal

Fosters a positive working relationship among the various departments across the
organization.
Collaborates across the organization to ensure quality service excellence and client
focus meet the overall organizational direction.
Serves as a resource to the organization on all matters related to the Gift Shop.

External

Maintains positive relationships with artists, vendors, corporate clients and community
members and the Aboriginal community.
Represents Wanuskewin on committees as required.

4. People Management

Ensure a positive, diverse and inclusive work environment.
Proactively and strategically recruits and retains outstanding staff.
Coach, develop and mentor direct reports to ensure their success
Hold staff accountable for outcomes and a high level of performance.
Engage in succession and workforce planning initiatives thereby ensuring ongoing
excellence in the organization.

5. Resource Allocation

Regularly review budget plans to ensure revenue and expense targets are being achieved.
Ensures accountability of inventory through proper tracking in the POS and monthly inventory
counts.
Ensures longevity of department assets through proper storage and usage.
Provides assistance in identifying innovative solutions to resource challenges.

6. Risk Assessment and Management

Ensures compliance with federal and provincial laws, regulations, policies and legislation.
Ensures compliance with WHP policy and procedure manual
Required Qualifications and Experience

Preference will be given to a candidate with a minimum of 5 years’ experience in a retail leadership role, including experience in staff supervision. Ideal candidates will possess a business admin degree or a combination of equivalent skills and experience. Should possess post secondary education. Experience working in a cross cultural setting with a varied customer base is an asset.

Required Competencies

1. Client Focus

Demonstrates a high level of focus on client service, setting priorities based on client needs and continuously seeking ways to meet and exceed client expectations.

- Understands the importance of meeting client needs
- Actively seeks to understand client needs
- Sets priorities based on client needs and expectations
- Responds to clients in a timely manner
- Actively seeks feedback from clients
- Offers ideas internally to improve client service

2. Teamwork and Communication

Demonstrates the ability to communicate effectively and work cooperatively within a team and throughout the organization, to achieve optimal results.

- Openly and regularly shares information with others; keeping others informed
- Accepts, supports and promotes decisions of the team in a collaborative manner
- Willing to forgo personal recognition while working toward team goals; recognizing the contribution of others
- Listens attentively while seeking out differing points of view.
- Produces written communication that is understood by others.
- Is well understood when speaking with others; adjusting communication to ensure it is suitable for the audience
- Is sensitive to the impact of communication on others.

3. Knowledge and Experience

Demonstrates proficiency in the knowledge and skills specific to the position and uses one’s experience to serve the objectives of both the department and organization as a whole.

- Shares knowledge and experience willingly with others
- Demonstrates knowledge in own role
- Stays current with advances in area of knowledge and experience
- Sought out as a resource by others to share knowledge and skills
- Provides good advice to others based on knowledge and experience
- Focuses knowledge and experience on the achievement of departmental and organizational outcomes

4. Flexibility and Adaptability
Demonstrates an ability to adapt and effectively cope during times of changing priorities and stress.

- Adapts quickly to new circumstances or priorities
- Stays focused on results in times of change
- Maintains openness to new ideas and opinions
- Stays calm and flexible in the face of change and pressure
- Ensures personal challenges do not interfere with meeting the priorities of the team and organization
- Negotiates appropriate solutions in times of excess work load

5. Business Acumen

Demonstrates knowledge of business drivers and trends such as revenue, costs, customer needs, policies, practices and how these impact the organization and business.

- Understands what will help WHP succeed as a business
- Is able to analyze and comprehend WHP operational and organizational goals and strategies
- Contributes to the planning process for themselves and their department
- Prioritizes work and acts in alignment with business goals
- Adds value to the business by making recommendations for improvements based on knowledge of the business
- Self-assess their personal actions against the organizations strategies and direction.
- Encourages self and others to challenge conventional practices, employing information from unusual sources and generating new ways of doing business that improve outcomes.

6. Planning and Goal Setting

Regularly reviews personnel priorities and plans, adjusting goals as departmental and overall organizational goals change.

- Aligns own actions to meet the goals and priorities of the organization.
- Actively participates in the team or organizational planning processes.
- Organizes personal tasks and schedule in a logical and organized fashion.
- Creates personal goals that ‘stretch’ own capability.
- Looks ahead and sets priorities based on anticipated events or needs.
- Accepts varying responsibilities as needed to help the team or organization meet its goals.

7. Coaching and Developing Others

Demonstrates desire and ability to help others develop by accurately assessing employee’s interests, needs and capabilities; coaches or supports that individual as necessary.

- Sets realistic yet challenging expectations for others.
- Helps others in their learning and development.
- Directs, coaches or supports others as appropriate to the situation.
- Provides feedback to employees.
- Coaches direct reports towards performance improvement.
- Recognizes employees for their achievements.

8. Results Oriented

Demonstrates a consistent focus on achieving results despite challenges or obstacles; demonstrating a concern for doing a good job and achieving or surpassing standards of excellence.
- Acts according to established policies, procedures and guidelines
- Consistently achieves or surpasses expectations
- Perseveres in seeking support and commitment for projects
- Maintains focus on achieving objectives – even in the face of adversity
- Willing to put in extra time and effort to meet organizational goals
- Makes changes in methods or systems to improve performance