



POSITION DESCRIPTION

POSITION TITLE: Retail Business Development Specialist
OPERATING UNIT: Retail
REPORTS TO: Sr. Manager, Retail and Product Program
CLASSIFICATION: Full- Time/ Exempt

POSITION SUMMARY

The Retail Business Development Specialist supports the mission and vision of Girl Scouts Western Oklahoma by leading, executing, and innovating retail operations and customer care services. This role combines business strategy, customer-focused retail execution, and team collaboration to create a high-impact retail experience across physical and digital platforms. The Specialist will be responsible for inventory and merchandising management, customer support strategy, store performance optimization, and developing retail opportunities aligned with Girl Scout programs and seasonal trends.

ESSENTIAL DUTIES & RESPONSIBILITIES

Retail Strategy & Operations:

- Develop and implement a retail plan aligned with council goals, merchandise trends, and member needs.
- Monitor retail KPIs, analyze sales data, and adjust tactics to meet or exceed annual revenue goals.
- Identify new retail opportunities and manage seasonal campaigns and promotions.
- Maintain attractive and efficient in-store and online shopping experiences.
- Oversee daily shop operations, including point-of-sale (POS) and inventory systems.

Customer Care & Engagement:

- Provide high-level internal and external customer service by resolving concerns and maintaining positive public relations.
- Work collaboratively across departments including Membership, Program, Finance, and Marketing to ensure seamless service to customers.
- Represent the council at mobile events, seasonal pop-up shops, and volunteer-focused activities to drive retail engagement and support.

Inventory & Financial Management:

- Manage shop stock and ordering to meet seasonal demand while controlling costs.
- Conduct regular inventories and maintain accurate records in collaboration with the Finance team.
- Reconcile sales transactions and ensure appropriate checks and balances in POS and accounting systems.

Team Collaboration & Support:

- Work cross-functionally with council departments to align retail offerings with program and membership needs.
- Maintain and document standard operating procedures for shop operations.
- Assist with volunteer training related to product knowledge and retail processes.

EDUCATION AND/OR EXPERIENCE

- Undergraduate degree required; business, marketing, or retail management preferred.
- Minimum of 3 years' experience in a retail or customer service leadership role.
- Prior experience in inventory control, sales reporting, and managing retail promotions required.
- Past experience with Girl Scouts or youth-centered nonprofit a plus.

ADDITIONAL JOB REQUIREMENTS

- Clearance of background check and drug screen.
- Become a registered member of GSUSA.
- Access to reliable transportation.

SKILLS & ABILITIES

- Strong interpersonal and communication skills, with the ability to interact with a wide range of customers.
- Proficiency in Microsoft Office Suite (Word, Excel), POS systems.
- Skilled in conflict resolution, problem-solving, and decision-making.
- Bilingual (English/Spanish) preferred but not required.
- Demonstrated ability to work independently, manage multiple tasks, and meet deadlines.
- Ability to maintain confidentiality and represent the council with professionalism and integrity.
- Registered member of Girl Scouts of the USA or willing to become one.

SELECTIVE ABILITIES & PHYSICAL DEMANDS: *The incumbent must be able to perform the following qualifications in order to be offered and/or maintain employment in this position.*

- Medium Work (use of force to lift, carry, push, pull or move objects up to 20 pounds), occasional exposure to adverse environmental conditions, occasional weekends and evenings/nights.
- This position requires the ability to remain stationary and to use computer monitor, keyboard and mouse for extended periods of time.
- Must be able to speak and communicate clearly.

WORK ENVIRONMENT

The employee will work in an office environment and in close quarters with other staff and clients. The noise level in the work environment varies from moderate to loud; hectic situations can occur characteristic to

working with infants, toddlers and parents in need. Exposure to odors such and scents are common. The employee must be comfortable working alone to complete projects and assignments as needed.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship. As an employee, you are a representative of Girl Scouts Western Oklahoma and people form their impressions of the council in part, based on their interaction with you. Every personal contact is with a current or potential donor to the council, thus the impression we make through community and professional contacts, and involvement in collaborations with agencies, groups or organizations is important. Fund Development and Membership Recruitment is a role assumed by all staff positions.

The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills and abilities.

I have read and understand the position description. I further understand and acknowledge that this current position description supersedes all former versions and shall in all instances apply.

Employee Name (Printed)

Supervisor Name (Printed)

Employee Signature

Date

Supervisor Signature

Date

Mission Statement:

**Girl scouting builds girls of courage confidence
and character who make the world a better place.**



United Way
Community Partner