

## CAREER OPPORTUNITY ANNOUNCEMENT

# RETAIL DIRECTOR

EL CAP | EARTH TREKS | PLANET GRANITE



Founded in 2017, El Cap is one of the largest operators of indoor climbing facilities with 11 gyms in 5 states under the brand names of either Earth Treks or Planet Granite. El Cap is committed to growing the climbing community through a shared vision for outstanding customer service, inspirational designs, and highly engaged communities. El Cap gyms feature bouldering, top-roping and lead climbing, as well as amenities like yoga studios, functional fitness and cardio zones and retail pro shops. Each facility caters to participants of all abilities – from competitive athletes to weekend adventurers and families. Presently, El Cap is represented in greater Washington D.C., San Francisco, Denver and Portland. We are looking to build an extraordinary team to enable our continued growth and strive to hire individuals who are aligned with our core values of innovation, partnership, passion, integrity and inclusion.

## JOB SUMMARY

The Retail Director is responsible for developing and executing the retail strategy for all El Cap gyms resulting in maximizing revenue, sell through, and GMROI. The Retail Director is responsible for creating an exceptional retail experience for our customers through strong presentation and product assortment as well as identifying operational opportunities to improve business performance; the Retail Director is responsible for both the customer experience and operations in all of our retail spaces. In addition this role will oversee the creation, development, planning, and distribution of Planet Granite and Earth Treks branded apparel and hardgoods offerings.

## JOB RESPONSIBILITIES

- + Develop retail vision, strategy and plan to drive top-line growth and bottom-line profitability
- + Provide leadership and direction to the retail department in alignment with our mission, values and vision
- + Tracking, Measuring and Reporting Retail Performance
- + Identify and execute private label brand program
- + Plan and oversee all merchandising strategies, visual storytelling and POP plan
- + Manage and develop retail promotional strategies and initiatives
- + Applies knowledge of outdoor industry trends and brands to develop and execute an innovative retail strategy
- + Attend Trade Shows, Line Showings and other brand events as necessary

## JOB REQUIREMENTS

- + This position requires a highly experienced individual in retail management with outdoor industry experience
- + The ideal candidate will likely have 10+ years retail experience including 3+ years in a team leadership role
- + Previous experience working as a buyer in a retail organization.
- + Demonstrate ability to meet revenue and financial targets
- + Strong merchandise planning/analysis and inventory management skills
- + Strong merchandising skills
- + Possess the ability to understand financial measurements and how to impact them
- + Strong team building skills with demonstrated leadership and effective communication skills
- + The ability to build and support a team in alignment with our core values
- + Highly organized and operationally minded
- + Some travel required, Work location can be flexible
- + Experience working with MS Office

El Cap is an Equal Opportunity Employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status or marital status.

## **TO BE CONSIDERED**

Please email a resume, cover letter and application to:

**Charlotte Bosley**

**VP OF RETAIL + BRAND**

charlotte.bosley@el-cap.com