



Job Posting

Position: Retail Operations & Ecommerce Manager

Reports to: Executive Director

Status: Full-Time (36hrs+) per week in office M-F

Location: Burnsville and Spruce Pine, NC

Position Summary

Toe River Arts seeks an innovative, entrepreneurial Retail Operations & Ecommerce Manager to lead the growth of our retail operations while expanding sales opportunities for the artists of Mitchell and Yancey Counties through ecommerce. This position is responsible for developing modern retail strategies, increasing in-person and online sales, enhancing customer experience, and implementing systems that improve inventory management, reporting, and artist services.

The Retail Operations & Ecommerce Manager will proactively research retail trends, analyze sales data, identify emerging opportunities, and develop creative marketing initiatives that elevate the visibility of local artists. This position will oversee the day-to-day operation of our retail galleries while building a comprehensive ecommerce program that reflects the quality and diversity of our region's artistic community.

Essential Responsibilities

Retail Strategy & Sales Growth

- Develop and implement strategies to increase retail sales across Toe River Arts locations.
- Research retail industry trends and best practices to continually improve the customer experience.
- Analyze sales performance and identify opportunities to grow artist and organizational revenue.
- Create seasonal merchandising plans and retail campaigns that encourage repeat visitation and purchases.
- Develop annual retail goals and monitor progress through monthly reporting.

Ecommerce Development

- Create, expand and manage Toe River Arts' online retail presence. Update items online.
- Photograph artwork and products for ecommerce listings and promotional use.
- Write engaging product descriptions that highlight the artists and their work.
- Ensure online inventory remains current and accurately reflects available work.

- Research new ecommerce tools and technologies that improve online sales and customer engagement.

Artist Promotion & Marketing

- Develop creative social media campaigns that feature local artists and new work.
- Collaborate with Toe River Arts staff to promote exhibitions, artist stories, and retail collections.
- Produce high-quality photography and digital content for online marketing.
- Identify opportunities to increase artist visibility through digital platforms, email marketing, and storytelling.
- Build campaigns that emphasize buying local and supporting the creative economy of Mitchell and Yancey Counties.

Inventory & POS Management

- Research and recommend a modern point-of-sale system that integrates artist inventory, ecommerce, reporting, and consignment management.
- Develop comprehensive inventory procedures that improve accuracy and efficiency.
- Create clear systems for artist intake, pricing, labeling, inventory tracking, and sales reporting.
- Establish regular inventory audits and reporting procedures.
- Provide artists with timely sales information and inventory updates.

Gallery Merchandising

- Develop a rotating merchandise plan that ensures broad representation of artists throughout the year.
- Create procedures for regularly refreshing retail displays and featured collections.
- Curate attractive displays that encourage customer engagement and increase sales.
- Focus on showcasing the exceptional work of artists from Mitchell and Yancey Counties while maintaining a diverse and balanced retail offering.

Artist Relations

- Maintain positive relationships with participating artists.
- Develop transparent retail policies and procedures.
- Assist artists with pricing strategies, inventory preparation, and merchandising recommendations.
- Seek opportunities to introduce new artists and product categories into the retail program.

Data & Reporting

- Generate monthly sales reports and analyze purchasing trends.

- Track sales by artist, category, location, and season.
- Recommend adjustments based on customer behavior and sales analytics.
- Present regular reports and recommendations to the Executive Director.

Staff & Operations

- Supervise retail staff and volunteers.
- Develop retail training materials and customer service standards.
- Coordinate daily retail operations across multiple locations.
- Maintain attractive, organized, and welcoming retail spaces.

Qualifications

Required

- Bachelor's degree or equivalent professional experience.
- Three or more years of experience in retail management, ecommerce, merchandising, or sales.
- Experience with inventory management and point-of-sale systems.
- Strong organizational and project management skills.
- Excellent written and verbal communication abilities.
- Ability to analyze sales data and develop strategic recommendations.
- Experience with social media marketing and digital content creation.
- Professional photography skills or the ability to produce high-quality product photography.

Preferred

- Experience working with artists, galleries, museums, or nonprofit arts organizations.
- Knowledge of Shopify, Square, Lightspeed, or other integrated retail platforms.
- Experience with email marketing platforms and digital advertising.
- Graphic design experience using Canva or Adobe Creative Suite.
- Familiarity with consignment retail operations.

Desired Characteristics

The successful candidate will be:

- Entrepreneurial and highly motivated by growing sales.
- Creative and knowledgeable about current retail and ecommerce trends.
- Passionate about supporting local artists and strengthening the regional creative economy.

- Comfortable using data to make informed business decisions.
- Detail-oriented with strong organizational skills.
- A collaborative leader who enjoys working with artists, customers, staff, and volunteers.
- An excellent communicator with exceptional customer service skills.

Physical Requirements

- Ability to stand for extended periods.
- Ability to lift and move up to 25 pounds.
- Ability to travel regularly between Toe River Arts locations and community events.
- Ability to assist with exhibition installations, merchandising, and retail setup.

What You'll Help Make Possible

You'll help strengthen the connection between our artists and the people who support their work. By creating engaging retail spaces, expanding ecommerce, and improving sales and inventory systems, you'll increase opportunities for local artists while helping our Spruce Pine and Burnsville galleries thrive. Your work will directly support a stronger, more sustainable creative community across Mitchell and Yancey counties.

Compensation: \$20-22 per hour, commensurate with experience and qualifications.

Benefits: This position includes Paid Time Off (PTO). While PTO is currently the primary employer-provided benefit, Toe River Arts is actively exploring opportunities to expand employee benefits, including health insurance and retirement options, as organizational resources allow. This position does not currently receive health or retirement benefits.

To Apply: Interested applicants should submit a cover letter, resume or CV, and three professional references to retailoperations@toeriverarts.org. Please include the position title, Retail Operations Manager, in the subject line of your email. Deadline to Apply: Friday, September 25th, 5pm.