



## **Birkie Enterprises: Buyer and Retail Manager**

Birkie Enterprises is seeking a highly motivated and organized Buyer & Retail Manager to join our team! This unique role combines the responsibilities of product procurement, webstore management, and retail leadership. You'll play a key role in ensuring our customers have a seamless shopping experience across all channels.

### **About Birkie Enterprises**

Birkie Enterprises is a dynamic organization dedicated to promoting healthy, active lifestyles through its partnership with the American Birkebeiner Ski Foundation (ABSF). This mission is brought to life through a blend of retail, events, and community engagement. The company operates the Birkie Store, offering official merchandise, event apparel, and accessories, and plays a key role in developing and maintaining the ABSF brand across its year-round cross-country skiing, running, and biking events. Birkie Enterprises also manages the Lumberjack World Championships retail shop and webstore.

### **About the Position**

We are seeking a highly motivated and organized Buyer and Retail Manager to join our team. This full-time role offers a competitive salary and comprehensive benefits package. The primary work location is the ABSF Office on Main Street, with occasional days at Mt. Telemark Village in Cable, WI.

### **Responsibilities**

- Manage the design and ordering of BE/LWC merchandise
- Update and maintain the Birkie Enterprises webstore in Shopify
- Oversee inventory management, including PO creation, receiving, and reconciliation
- Manage all aspects of the budget, including open-to-buy allocation and payroll
- Develop and execute store marketing, promotional content, and sales calendar
- Oversee outgoing shipping and order fulfillment for both BE and ABSF
- Manage scheduling of the Retail team and coverage at both the Main Street and Mt. Telemark Village Locations
- Provide back-end customer service through email, store chat, and phone support
- Lead and direct part-time store staff
- Oversee offsite event sales for roughly 14 events throughout the year
- Order staff clothing for ABSF and LWC
- Design and source participant and volunteer gifts for Birkie events
- Order ABSF branded merchandise for non-event needs
- Recruit and lead retail volunteers during Birkie Week and LWC
- Build vendor partnerships, attend trade shows, and identify new product opportunities



## **Birkie Enterprises: Buyer and Retail Manager (cont'd.)**

### **Skills & Qualifications**

- Strong leadership and staff management experience
- Keen eye for trends and customer preferences
- Proficient in Microsoft Excel, Canva, and Shopify
- Basic understanding of web design principles
- Budget planning and management skills
- Excellent customer service and communication abilities
- Merchandising experience preferred

### **Compensation & Benefits**

- Salary: Competitive and commensurate with experience.
- Benefits: A comprehensive benefits package including health insurance, 401(k) match, paid time off, staff apparel, and employee discounts.
- Opportunity to grow within a dynamic organization while contributing to a team dedicated to delivering and promoting the Birkie experience.

### **To Apply**

Please submit your resume and cover letter to **[mike.brown@birkie.com](mailto:mike.brown@birkie.com)**.