



Title: Director of Retail Operations	CFC Farm & Home Center	
Approved By: Katie Reames		Date: 11/18/24

Director of Retail Operations

To develop and implement a merchandising, purchasing, training, and logistics strategy across the retail stores consistent with CFC vision to drive sales and enhance customer experience.

REPORTS TO: Katie Reames

DIRECT REPORTS: Store Managers

ROLE: Supervision of Retail Store

- Supervise retail store managers.
- Work with store managers to develop a yearly budget.
- Work with store managers to develop a capital improvement plan for facilities.
- Work with store manager to oversee all capital improvement projects and maintenance.
- Determine appropriate staffing for retail locations and approve the hiring of retail staff.
- Implement a plan of succession for supervisory roles at the retail stores by developing a retail management training program.
- Develop retail Standard Operating Procedures.
- Operate retail store in the absence of a manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Purchasing and Inventory Management

- Collaborate with cross functional staff to develop product assortments, retail pricing strategies, and forecast sales to drive profitability.
- Lead the buying team with appropriate product selection, logistics, and volumes. (Seasonality)
- Product selection while maintaining a healthy inventory for the retail stores.
- Attend trade shows of various vendors to explore new products as well as obtain savings on current products.
- Ability to evaluate vendors based on products, ease of doing business, and business support opportunities.
- Monitor market and product pricing through competitor pricing, promotional activities, and utilize comp shopping techniques.



- Identify stock losses or waste and develop and implement a corrective plan of action to include slow moving items.
- Participate in the inventory process.
- Build and maintain relations with vendors.
- Arrange logistics for retail store purchases to maximize freight savings while minimizing inventory transfers.
- Explore freight options and vendors to negotiate prices.
- Work with retail staff to address delivery issues including late delivery, product issues, missing items, etc...
- Ensure purchase order freight accuracy and how freight is allocated among items.

Interpersonal/Communication: Merchandizing and Training

- Collaborate with staff to develop and implement a companywide merchandising plan.
- Create displays and end caps for products in the retail stores.
- Develop and implement strategies to facilitate the exit of stale/slow moving merchandise.
- Work with marketing department in monthly sales and promotions.
- Work with marketing department on social media promotion of products.
- Work with marketing department on branding efforts to create a consistent market presence.
- Work with vendors to train staff on products and uses.

Professional Knowledge: Other

- It is expected to represent CFC in a positive, professional manner at all times.
- Adhere to all company policies.
- Additional duties as assigned.

EDUCATION & EXPERIENCE:

- At least 5 years of experience in retail merchandising and management.
- Proficiency with PowerPoint, Excel, Word.
- Bachelor's degree in business preferred or 5-7 years of service in related field required.