



Retail and Social Media Manager

Overview:

- WinMan Trails is looking for a Retail and Social Media Manager to bring energy, creativity, and expertise to our team. In this unique role, you'll create a welcoming retail experience while also managing our social media presence, sharing the WinMan story, and building connections with our users. This is a great opportunity to engage directly with our community.

Qualifications:

- Excellent communication skills and a passion for community engagement.
- Organized, self-motivated, and adaptable.
- Strong knowledge of social media platforms and content creation.

Details:

- Position Term (Flexible): May to October
- Weekly Hours: 35-40 Hours per week
- Compensation: \$16 - \$20 per hour
- To Apply: Email resume and letter of interest to Isaac at info@WinManTrails.com
- Application Deadline: Rolling position deadline

Retail Management Responsibilities

Customer Service

- Welcome guests warmly and ensure every visit is a positive one.
- Be a WinMan expert – share knowledge about products, trails, and local tips to enhance each guest's experience.
- Gather and share customer feedback to support continuous improvement.
- Maintain a clean and inviting space that feels like home to our community.

Sales and Transactions

- Process payments, refunds, and orders accurately and with a friendly touch.
- Spot and analyze sales trends to keep our offerings relevant and on point.

Store Operations

- Open and close the store each shift, setting up a great guest experience.
- Ensure shelves are stocked and displays are attractive to engage customers.
- Assist with in-store displays and signage to bring out the WinMan vibe.
- Maintain cleanliness of the shop and chalet as needed during your shift.

Inventory Management

- Monitor and restock inventory to always be ready for guests.
- Inspect deliveries for quality to meet our high standards.
- Liaise with suppliers and vendors to build solid partnerships.
- Collaborate on pricing and stock levels to align with community needs and store goals.



Social Media Responsibilities

Content Creation & Management

- Create and schedule content across social media platforms to engage and grow our community.
- Capture photos, videos, and stories on-site that highlight WinMan Trails and our outdoor experiences.
- Maintain a consistent brand voice that's authentic and inclusive.
- Collaborate with staff and board members on content creation.

Community Engagement

- Respond to comments, messages, and mentions to foster a warm, interactive online presence.
- Encourage user-generated content with hashtags and tagging to share real visitor stories.
- Monitor and report on feedback to stay in tune with community interests.

Strategy & Growth

- Develop social media strategies to increase engagement and brand visibility.
- Track and analyze metrics such as engagement, reach, and follower growth to refine strategies.
- Stay up-to-date on trends to keep content fresh and engaging.

Collaboration

- Partner with the WinMan team to promote events, programs, and seasonal highlights.
- Coordinate with Creator Camp event participants to enhance and amplify our social media presence through shared content strategies.