

Gift Shop Manager

Position Summary

The Gift Shop Manager is responsible for the overall operation and success of the Lost River Cave Gift Shop. This position leads daily retail operations, including customer service, sales, merchandising, inventory, cash handling, and team leadership. The Gift Shop Manager provides hands-on leadership to retail staff while working closely with the Tour Staff Manager and other members of the leadership team to support a welcoming, safe, and well-organized experience for visitors.

The position also leads retail planning, budgeting, ordering, reporting, and other initiatives that strengthen merchandise sales and support the organization's mission.

Essential Duties and Responsibilities

Gift Shop Operations

- Lead and oversee the daily operations of the gift shop, ensuring an efficient, organized, and professional retail environment and a welcoming experience for visitors.
- Work closely with the Tour Staff Manager to coordinate front-end operations and visitor needs, while providing primary hands-on leadership and staffing support for the gift shop.
- Monitor store cleanliness, organization, equipment, and facility conditions and coordinate with the Facilities Maintenance Team to address issues promptly.
- Identify operational challenges, develop practical solutions, and implement improvements as needed.

Staff Leadership & Development

- Supervise, train, coach, and support staff in cashier and retail sales roles.
- Support clear expectations for employee performance, customer service, workplace conduct, and responsibility, and provide consistent feedback and coaching.
- Provide professional mentorship and guidance to college-aged and early-career employees, helping them develop workplace skills, confidence, accountability, and professionalism.
- Foster a positive, cooperative, respectful, and professional work environment.

Sales & Customer Service

- Provide exceptional customer service and assist with direct sales, particularly during busy periods or when additional support is needed.
- Monitor sales activity and prepare accurate sales and operating reports.
- Partner with the Director of Marketing to develop and execute marketing plans, promotional campaigns, and sales initiatives designed to increase merchandise sales.
- Monitor sales trends and customer preferences to inform merchandise selection, promotions, and sales strategies.

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Inventory & Merchandising

- Manage inventory levels and oversee the ordering, receiving, stocking, transferring, and returning of merchandise.
- Recommend new merchandise, products, and product lines to the CEO based on customer interests, sales trends, and organizational goals.
- Review invoices and billing documentation, resolve discrepancies, and submit invoices to the Business Administrator for payment.
- Maintain attractive, organized, and effective product displays and visual merchandising throughout the gift shop.

Financial & Administrative Responsibilities

- Manage point-of-sale operations, daily closing procedures, cash reconciliation, and deposits.
- Maintain accurate records and documentation related to retail operations.
- Assist with retail budgeting, financial planning, and monitoring of sales and operating performance.

Organizational & Cross-Department Collaboration

- Work collaboratively with other departments to support a consistent, welcoming visitor experience throughout Lost River Cave.
- Communicate operational needs, staffing concerns, sales trends, and other relevant information to organizational leadership.
- Support organizational events, programs, and initiatives as needed.

Other Duties

- Perform other related duties and responsibilities as assigned.

Knowledge, Skills, and Abilities

The successful candidate should demonstrate:

- Knowledge of cash handling, cash reconciliation, point-of-sale systems, and basic retail financial procedures.
- Knowledge of retail sales techniques and customer engagement practices.
- Knowledge of inventory management, merchandising, and retail operations.
- Understanding of visual merchandising, advertising, and sales promotion principles.
- Strong leadership, interpersonal, communication, and customer service skills.
- Ability to supervise, train, coach, mentor, and motivate employees, including college-aged and early-career staff, as well as provide constructive feedback, and address performance or workplace concerns appropriately.
- Ability to organize, prioritize, delegate, and schedule work effectively.

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- Ability to analyze sales and operating information, identify potential concerns, and develop practical solutions.
- Ability to prepare, interpret, summarize, and reconcile sales and operating reports.
- Ability to establish and maintain positive working relationships with employees, customers, vendors, and organizational partners.
- Ability to follow, communicate, and reinforce workplace and safety procedures.
- Strong attention to detail, organization, accountability, and follow-through.
- Ability to work effectively in a fast-paced, customer-focused environment.

Working Conditions and Physical Requirements

- Work is primarily performed in a retail environment with regular interaction with customers, employees, vendors, and tour guests.
- Position requires extended periods of standing and walking, potentially more than six hours per day.
- Requires the ability to regularly lift, carry, move, and handle items weighing up to 50 pounds.
- Requires the ability to work on the sales floor, stock merchandise, maintain displays, and assist with routine store operations.
- Work may require a flexible schedule, including weekends, holidays, peak visitor periods, and other times based on business needs.

Education & Experience

- Bachelor's degree preferred; high school diploma or equivalent with significant
- Minimum of three years of relevant experience in retail, customer service, hospitality, tourism, or a related work experience demonstrating the ability to perform the essential duties of the position.

Employment Details

Reports To: Chief Executive Officer

Job Type: Full-time, salaried position; 40 hours per week, with occasional evening, weekend, holiday, and after-hours work as required by business and event needs.

Salary: \$45,000

Benefits:

- **Health Insurance:** Following the employee's successful 90-day performance review, the employee may elect to enroll in the company's Health Insurance Program.
- **Dental and Vision Insurance:** Following the employee's successful 90-day performance review, the employee may elect to enroll in the company's dental and vision programs.
- **Retirement Plan:** After 12 months of employment, employees may elect to participate in the company's pre-tax Retirement Plan. The company will match employee contributions up to 3% of the employee's eligible compensation.
- **Paid Holidays:** The company observes the following paid holidays: New Year's Day, Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, and Christmas Day. Employees may be required to work on Memorial Day, Independence Day, or Labor Day as part of the team's holiday coverage schedule. If an employee is required to work on an observed paid holiday, equivalent paid flex time will be provided.

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- **Paid Time Off (PTO):**
 - **Vacation:** Following the employee's successful 90-day performance review, the employee is eligible for paid vacation based on length of service:
 - First year of employment: 40 hours
 - Years 2–4 of employment: 80 hours per year
 - Beginning in Year 5: 120 hours per year
 - **Sick Time:** Following the employee's successful 90-day performance review, the employee is eligible for up to 40 hours of sick time per year. Sick time is intended to provide a safety net when an employee is unable to work due to illness, injury, medical care, or another qualifying health-related need.
- **Employee Discount:** Employee discount at the company gift shop.
- **National Caves Association Benefits:** Eligibility for a National Caves Association Employee Reciprocal Benefits Card.