



**Organization:** Public Lands Interpretive Association  
**Title:** Retail Manager  
**Location:** Albuquerque, NM  
**Status:** Full-Time  
**Reports to:** Executive Director

## About the Organization

The Public Lands Interpretive Association (PLIA) is a not-for-profit cooperating association working in partnership with the Bureau of Land Management (BLM) and the USDA Forest Service (Forest Service) in Arizona and New Mexico.

PLIA works to inspire and educate the public about the natural and cultural heritage resources of America's public lands by providing information, products and services at visitor centers and online. Proceeds from retail sales enable PLIA to support partnership projects with the BLM and Forest Service that enhance the visitor experience and provide opportunities to enjoy recreational opportunities on public lands.

PLIA also operates three campgrounds on the Williams Ranger District of the Kaibab National Forest in Arizona and provides a wide-range of interpretive and educational programming throughout the summer camping season.

## Position Description

PLIA seeks a strategic and energetic Retail Manager to oversee retail operations at 12 store locations in Arizona and New Mexico. This position will supervise store managers as well as lead retail operations for the sale of educational products and publications on public lands.

S/he will work closely with the PLIA Executive Director to identify products that enhance the visitor experience and celebrate the unique qualities of the public lands that PLIA supports. This position will maintain relationships with vendors, communicate frequently with PLIA store managers and sales staff, and will seek new opportunities for PLIA to offer products that are educational, modern, and relevant to today's customers.

This position is a full-time, exempt, salaried position with benefits. This position will require travel to trade shows and to site stores. The employee in this position is supervised by the Executive Director.

## Duties and Responsibilities

### Retail Operations

- Ability to articulate and implement a vision and strategy for PLIA's retail operations.
- Supervise bookstore operations and activities at 12 stores, including:
  - Apache-Sitgreaves National Forest, AZ
    - Clifton Ranger District Office
  - Coronado National Forest, AZ
    - Sabino Canyon Visitor Center
    - Palisades Visitor Center
    - Sierra Vista Ranger District Office
  - BLM Socorro Field Office, NM
    - Fort Craig National Historic Site
  - BLM Roswell Field Office, NM
    - Valley of Fires Recreation Area
  - Lincoln National Forest, NM
    - Smokey Bear Ranger District Office
    - Sacramento Ranger District Office
  - PLIA Headquarters Office in Albuquerque, NM
    - Wide Open Spaces Store
  - BLM New Mexico State Office, NM
    - New Mexico Public Lands Information Center
  - Rio Grande del Norte National Monument, NM:
    - Rio Grande Gorge Visitor Center
    - Wild Rivers Visitor Center
- Develop the annual retail operations budget and participate in annual budget planning to determine estimates for merchandise purchases, retail staffing levels, and travel for retail employees.
- Evaluate productivity of stores and oversee store improvements, including but not limited to: design of displays and signage, promotions and construction/renovation of sales areas as necessary.
- Establish policies and training as they relate to customer service, teamwork and cooperation among sales staff, store merchandising and retail sales.
- Coordinate with the Digital Sales Manager to understand performance of online store and strategize on ways to improve the webstore's sales and effectiveness as an educational resource.

### **Product Development, Acquisition and Management**

- Coordinate with PLIA leadership, BLM and the Forest Service, as well as vendors, artists and other partners to develop new products as well as identify merchandise that align with cooperating association guidelines.
- Work with the BLM and Forest Service partners to determine the scope of inventory.
- Stay relevant to PLIA customers by keeping current with industry standards, new developments and market trends.
- Work with vendors to maximize discounts and fulfillment of orders for store inventories.
- Review requisitions from stores and order merchandise in coordination with PLIA store staff or agency staff.
- Coordinate and ensure purchasing and transfer of merchandise from warehouse to site stores.
- Closely monitor inventory levels, including identifying poor selling or discontinued items and determining appropriate quantities to order within the approved budget.

### **Minimum Qualifications**

- Bachelor's degree and three years of retail experience or a combination of education, training and experience which provide the requisite knowledge, skills and abilities for this position.

### **Starting Salary**

Commensurate with experience. Benefits include health insurance, 403(b) retirement plan and paid annual leave, sick leave and federal holidays.

### **To Apply**

Send a cover letter (include salary requirements) with résumé to [amanda.keith@plia.org](mailto:amanda.keith@plia.org). This position is open until filled.

### **Equal Opportunity Employer**

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin.