



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 company dedicated to promoting healthy and active lifestyles through its relationship with the American Birkebeiner Ski Foundation (ABSF). They achieve this through a combination of retail, events, and community outreach. The company operates the Birkie Store, which sells official Birkie merchandise and related event apparel and accessories. Birkie Enterprises are integral in branding for ABSF which puts on cross-country skiing, running, and biking events throughout the year. Birkie Enterprises also manages the Lumberjack World Championships Shop and webstore.

About the Position

We are seeking a highly motivated and organized Buyer and Retail Manager to join our team! This is a new hire position offering a competitive salary and benefits package.

Responsibilities

- Manage the design and ordering of BE/LWC products
- Design and maintain the Birkie Enterprises webstore
- Oversee inventory management, including PO creation, receiving, and reconciliation
- Manage budget and open-to-buy allocation
- Develop and schedule store marketing and promotional content
- Manage outgoing shipping and order fulfillment for both BE and ABSF products
- Lead the front-end sales team in merchandising and customer service
- Provide back-end customer service through email, store chat, and phone support
- Manage and direct part-time store staff
- Oversee offsite event sales



- Order staff clothing for ABSF and LWC
- Design and order participant and volunteer gifts for Birkie Week events
- Order ABSF branded merchandise for non-event needs

Compensation & Schedule

- Competitive salary range: \$45k-\$55k based on experience
- Full-time position (40 hours/week)
- Primary work location: ABSF office, Main St., Hayward, WI with occasional offsite event work
- Minimum days worked at Mount Telemark Village, Cable, WI for general customer service

Skills & Qualifications

- Strong leadership and staff management experience
- Design skills a plus, but a keen eye for trends and customer preferences is essential
- Proficient in Microsoft Excel
- Basic understanding of web design principles
- Budget planning and management skills
- Excellent customer service and communication abilities
- Merchandising experience

Benefits

- Competitive salary
- Benefits Package: Health Ins., 401k Match, Paid time-off, Staff clothing, Discounts for Birkie Store
- Opportunity to work in a dynamic and growing company
- Be part of a team dedicated to promoting the Birkie experience

To Apply

Please submit your resume and cover letter to Mike.Brown@birkie.com