

Retail & Online Sales Manager

UNITED STATES AIR FORCE ACADEMY ASSOCIATION & FOUNDATION

The United States Air Force Academy Association & Foundation (Association and Foundation) believe strongly that the United States Air Force Academy (“Academy”) is a vital national resource, upholding the invaluable mission of developing leaders of character for our Air Force, Space Force and nation. The Association & Foundation have joined forces to accomplish their complementary missions to actively support these leaders as well as the Academy and its cadets.

The core values of the United States Air Force Academy are Integrity First, Service Before Self, and Excellence in All We Do. These same core values guide the Association and Foundation, as well as our boards and staff.

THE OVERVIEW

The Association & Foundation, in support of the Academy, seeks a positive, energetic and detail-oriented professional to serve as the Retail & Online Sales Manager. This position will reside within the Alumni Relations Division and supervise part-time/temporary staff, interns, or volunteers.

POSITION RESPONSIBILITIES

- Understand, uphold, and promote the ethical standards and core values of the United States Air Force Academy (“USAFA”) and the Association & Foundation.
- Learn and understand how the Association & Foundation interact with the Academy and other Academy-related nonprofit organizations that support various areas of the Academy.
- Oversee the online store including paid search, display, social media, and affiliate marketing.
- In collaboration with Marketing & Communication, develop and implement search engine optimization (SEO), email marketing, and social media strategies that drive customer engagement, acquisition, and conversions—aligned with seasonal trends, product launches, and sales objectives.
- Plan and execute in-store and online promotions, including signage and merchandising, to enhance the customer experience and increase sales.
- Ensure consistency of brand voice and messaging across all channels, including website, social media, email, and in-store materials.
- Manage customer relationship management (CRM) tools and analyze customer data to segment audiences, personalize campaigns, and increase customer retention and loyalty.
- Monitor key performance indicators (KPI) across retail and online channels, including sales growth, return on investment (ROI), traffic, and engagement metrics.
- Provide regular reports to leadership with insights and recommendations for optimization.
- Support internal communications and staff training related to new campaigns, events, or promotions.

- Collaborate closely with Alumni Relations and other departments to align marketing efforts with broader organizational goals.
- Lead or supervise team members and seasonal staff (if applicable) to maintain operational excellence.
- Oversee retail and e-commerce fulfillment operations, including inventory accuracy, shipping coordination, and merchandise presentation.
- Execute the marketing budget to ensure cost-effective use of resources.
- Perform other duties as they arise.

KNOWLEDGE, SKILLS, AND ABILITIES

- Positive, energetic and engaging personality.
- Possess strong customer service and collaboration skills.
- Ability to use organizational skills and manage multiple tasks concurrently.
- Apply initiative, creativity, and sound judgment to appropriate situations.
- Work collaboratively with colleagues and with a diverse customer base.
- Experience with social media platforms (Instagram, Facebook, TikTok) and scheduling tools.
- Working knowledge of shipping software (e.g., Shipstation, Fed Ex, USPS).
- Visual merchandising or product display experience.
- Creative mindset with attention to detail and brand consistency.
- Meet project deadlines, which includes working accurately and thoughtfully under pressure.
- Maintain a high level of professionalism, confidentiality, and emotional intelligence.
- Committed to excellence and high-performance results.

QUALIFICATIONS

- A bachelor's degree in business, marketing, retail or a related field is required.
- 4+ years of experience in retail operations, e-commerce, or merchandising.
- Familiarity with e-commerce platforms (Shopify) and POS systems.
- Basic photography and content creation skills for social media.
- Strong organizational, multitasking, and communication skills.
- Able to move up to 50 lbs. and perform physical tasks related to shipping and receiving.
- Working knowledge of the Microsoft Office 365 program suite.
- Working knowledge in hybrid video conferencing systems such as Microsoft Teams and Zoom.
- A valid driver's license and any related insurance.
- Be able to work evenings and weekends as needed.
- Pass a DBIDS background check.
- Possess a service-oriented mindset and be able to resolve customer complaints.

COMPENSATION AND BENEFITS

The salary range for this position is \$60,000-\$65,000. The Association & Foundation offer a competitive benefits package including but not limited to medical, dental, vision, life insurance, short-term and long-

term disability, retirement, and paid time off for all full-time employees.

SUBMISSION INSTRUCTIONS

Applicants must submit a cover letter and a resume to receive full consideration. Applications can be submitted via https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6855068. The position will remain open until filled.