



Red Coyote Running and Fitness

POSITION TITLE: Assistant Footwear and Accessories Product Line Manager
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Position Description:

Select, purchase, and liquidate product that maximizes sales, sell throughs, and profitability while maintaining fresh product. Maintain a strategic buying plan for each season based on previous years sales and the next season's product evolution and sales plan.

Reporting:

- a. Reports Director of Purchasing

Expectations:

- a. Establishes Category Strategy and Assortment Plan
- b. Meet with vendor sales reps and view new product lines
- c. Places At Once Orders, including weekly special orders
- d. Revise Footwear orders weekly to maintain budget and sales plan
- e. Leads In-season management
- f. Proficient in data analysis and point of sale system
- g. Timely entry of Purchase Orders into Point of Sale
- h. Accurately maintains POS SKU database
- i. Strong customer service and sales skills to help lead and assist the team on the selling floor

Responsibilities:

- a. Motivates and inspire team members to always create the Red Coyote experience
- b. Works the sales floor as needed to ensure every customer always receives the Red Coyote experience.
- c. Achieves customer experience while maintaining GMROI established targets
- d. Addresses team with:
 - a. Monthly product updates
 - b. Updates to sales floor
- e. Performs market assessment and establishes customer relevant assortment
- f. Maximizes monthly product flow while adhering to budget guidelines
- g. Utilizes weekly merchandising reports to highlight top products and inventory levels
- h. Monitors weekly sell-thru and proactively responds to sales and margin trends
 - a. Vendor stock swaps and RAs
 - b. Identifies and responds to quick sellers
 - c. Identifies slow movers and systematically works to sell them
 - d. Balances inventory levels between locations bi-weekly in coordination with inventory manager
- i. Coordinates with marketing team on product arrival events and in-store clinics
- j. Coordinates with Ecommerce team on new product arrival, go live dates, and markdowns

Measures of Performance:

- a. Achieves Inventory turn
- b. Achieves Margin Targets
- c. Achieves Sales plan
- d. Achieves Best Running Store in America targets