



## Job Posting

**Job Title:** Retail Business Development Manager  
**Status:** Full Time  
**Reporting to:** Vice President, Retail Sales & Operations  
**Location:** 1090 Morrison Drive, Ottawa, ON

### **About Lee Valley:**

Since 1978, Lee Valley has recognized that woodworking and gardening are not just hobbies, but are for many a lifestyle choice. Lee Valley Tools enjoys a proud 40-year history of providing high-quality woodworking, gardening, hobby, hardware, gift and seasonal merchandise to customers worldwide. Our customer service is renowned. We pride ourselves on providing quality in all products, whether developed and manufactured internally or sourced elsewhere.

A position at Lee Valley is more than just a job – we honor the time and dedication that our people give by providing sustained and meaningful employment and we strive to provide an environment where learning and development are encouraged.

### **Overview:**

The Retail Business Development Manager is a retail professional who has significant hands-on experience within store marketing, store operations and the development of processes and procedures that drive sales and manage investments; they are able to develop store-supporting processes combined with automation in reporting to maximize sales and efficiency at retail.

The incumbent will support the field operations team in the implementation and management of store operations activities, from payroll to operational processes and the productive execution of in-store marketing tactics such as special merchandising initiatives, store seminars, workshops and local events.

This individual is an analytical professional who has significant hands-on experience with retail operations, process and reporting. They can perform analysis and reporting tied to productivity metrics and KPIs to evaluate ISM and operational tactics. Comfortable with sales and payroll metrics, as well as various KPIs and their interdependencies, i.e. sales productivity, upt, sls/hr, average basket, turns, shrink, traffic, wait times, back orders, etc.

## **Key Responsibilities:**

- Support the execution of the customer experience via the Retail Business Plan and KPI achievement for the organization
- Support the ISM and field operations team in the implementation and management of store operational activities, from investing payroll to the productive execution of in-store marketing tactics such as special merchandising initiatives, store seminars, workshops and local events
- Recommend and make changes to retail operations policies and procedures, as well as support the updating and review of existing policies and procedures as required
- Develop store-level processes and tools to reduce administrative time invested to drive in-store marketing activities such as merchandising, pricing, supplies, seminar program set up and expense reporting
- Liaise with key stakeholders to build out store communication tools, training content and the learning methodology to ensure compliance and understanding
- Responsible for the execution and collaboration with IT on the technology strategy for the stores via POS, Mobile, Wi-fi, Software, ad-hoc tools such as Q Manager and Traffic Counters
- Develop a system and methodology of store visits along with the Sales Directors to assess and review stores consistently and equitably in regards to customer service, product knowledge, a better conversation, transactional efficiency, ISM standards and expense control
- Develop a Loss Prevention strategy for the stores in conjunction with the Sales Directors and ISM team with fiscal objectives tied to reductions in loss – be they material or in productivity overall
- Collaborate with the Training Manager to develop supporting sales and informational aids, training tools, leader guides and in-store training activities where appropriate
- Support the retail and finance team by reconciling/compiling necessary data to produce reports accurately, in the appropriate format and frequency and in an accurate, timely manner, i.e. report automation or ad-hoc queries
- Produce field and HQ level reporting with insight - related to retail productivity metrics and KPIs from field execution of seminars and events to sales and payroll, as well as various KPIs and their interdependencies, i.e. upt, sls/hr, average basket, turns, shrink, etc.
- Understand, interpret and work with data from multiple sources, i.e. POS, Sales, Returns, Payroll, Merchandise Productivity, CRM data, Marketing, store and inventory productivity, P&L financials, etc.
- Understand the needs of the retail business and is able and willing to support when and where needed, including special projects

## **Knowledge and Skills:**

- Bilingualism in English and French required
- University degree in business or equivalent experience
- 4-5 years of experience preferably in retail operations or finance, with strong technical background

- The ability to learn new systems and reporting applications as required
- Ability to design reports for various views, i.e. static, mobile device, email, etc.
- Proven effective internal customer service skills with the ability to understand the retail landscape and operational mindset and motivating factors
- Able to liaise with stores in English and French and support the store leadership team and staff in their understanding and execution in store
- Excellent analytical, problem-solving, planning and organizational skills
- Strong time management skills, with the ability to manage multiple tasks and deadlines
- Strong interest in understanding and improving systems and business processes
- Excellent communication skills (oral and written) in English and French and the ability to interface with all levels of the organization
- Attention to detail and exacting quality standards
- Advanced MS Office comprehension with above average excel skills
- Ability to create databases in SQL, as well as run queries an asset but not required

Interested in joining the Lee Valley Team?

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