



POSITION: Retail Program Manager

Company Overview

Centricity is a marketing and branding agency located in Reston, VA, proudly serving more than 200 clients, including Fortune 500, leading associations, and federal agencies. We are uniquely qualified to help our clients design and deliver authentic brand experiences that resonate for their employees and customers.

Our legacy began in what was then called employee recognition and incentives, halfway through our long journey, we added, first organically, and then by intention, customer brand experiences into our portfolio. By attracting the best talent and keeping them engaged, we help clients to build and grow an all-star team. As we move forward together, we have intentionally sought to design our very own brand what we have helped so many other organizations create. A brand story that resonates. Well told, with passion and purpose. A new set of experiences for our team, for our clients and for their customers, members, and guests.

Founded in 1983, we boast 38 years of growth. This is due in part to the technology platforms, unmatched customer service, and proven expertise providing engagement solutions for Fortune 500 companies and market leaders. We have an open and engaging work environment, collaborative approach to solutions development, and strong leadership. Our unique expertise creating solutions for both employees and customers formed the foundation for what would ultimately become Centricity – the center point where both meet, creating synergies for every brand we serve.

Position Overview

As a **Retail Program Manager**, you will build and maintain relationships with our key program clients by creating a positive rapport and supporting the online store program. By keeping an eye on market trends, you will become the client's "buyer" keeping their online brand store fresh and relevant. In this client-facing role, you will become knowledgeable about our business through an established training program - most notably in these key areas: Centricity's capabilities and offerings, client accounts, and specific marketing/merchandising initiatives.

Working alongside a proven team of industry experts, you will be responsible for product mockups, online banners, and other marketing support to drive online sales. Other responsibilities include the successful planning, management, and support of onsite conference pop-up stores and related event-based marketing, requiring some travel.

Responsibilities in 3 Key Areas:

The RPM is responsible for the retail experience provided for each of the managed online store programs. Primary responsibilities include:

Online Store Program Management

- Monitoring product performance and online sales using reporting provided from online operations team and adjusting retail strategies accordingly.
- Recommending promotions and special offers designed to help drive traffic and increase sales.
- Working proactively to develop promotions in support of strategic product launches.

- Working with online operations team to project reorder quantities and recommend timing on reorders of imported uniform and core products.
- Regularly reviewing existing product mix and inventory turn rates to determine clearance strategy and pricing.
- Updating website to reflect clearance strategy and ensures website is updated monthly with home page messaging and featured products.
- Reviewing pricing strategies to ensure alignment with contract requirements and strategic pricing guidelines.
- Sourcing replacement products for assigned online store programs.

Merchandising

- Merchandising, sourcing, recommending, and sampling products.
- Presenting recommendations and samples to client(s) for approval.
- Pricing products for retail in accordance with operational guidelines.
- Providing procurement manager with data regarding approved products, including vendor specifications, initial order quantities and recommended thresholds for reorder.
- Providing Webstore Content Manager with retail product descriptions and pricing.
- Proactively refreshing the merchandise line (seasonally or as per contract requirements.)
- Sourcing merchandise for conferences and pop-up events;
 - Determining uniform and core product quantities needed for each event and working with procurement manager to secure quantities needed in time for the event.
 - Determining quantities, if any, of existing products to be reserved and sent to retail venues.
 - Recommending and sourcing new products for sale and for giveaway, as applicable, for each event.
 - Recommending retail pricing for new products and existing if applicable.

Promotional Marketing

- Working with the VP of Marketing & Merchandising to prepare and manage annual promotional calendars for key retail accounts.
- Proactively managing the promotional calendar, adhering to scheduled delivery dates.
- Working with design team to produce print and digital content, including but not limited to: catalogs, flyers, email campaigns, product kits, informational videos, banners, signage, social media graphics, etc.
- Helping to draft copy, edit copy and proof designs prior to production.
- Presenting and reviewing all designs and deliverables with the VP of Marketing & Merchandising prior to final production and release.

To be successful the Retail Program Manager will...

- Attend and participate in online operations and project-based meetings, as necessary.
- Coordinate and participate in strategic planning and progress update meetings for assigned online store programs.
- Attend virtual and live industry conferences and events, as assigned, keeping apprised of new product sources, decorating methods, packaging options and retail industry practices.
- Work collaboratively with Marketing, Operations, Account and Executive team members to achieve optimal results for Centricity, our clients, and their customers.
- Support our Mission, live our Values and understand your part in the company's success.
- Have a positive "can do" attitude and a true passion for what you do!

Your Qualifications

- Outstanding interpersonal and written communications skills.
- Passion for excellence and a desire to delight the client.
- Creative mindset, visual eye and out of the box thinking.
- Demonstrated 'grace under pressure' in response to inevitable adversity or unexpected circumstances.
- Self-driven, highly motivated, organized and team oriented with the ability to adapt to a quickly changing task list, works well under pressure to meet firm deadlines.
- Proficient in MS Office, InDesign, or other design and/or video editing software.
- An understanding of social media and how it pertains to Retail Marketing.
- Willingness to travel to client conferences and provide additional event support as needed.
- Completion of a bachelor's degree in Communications, Marketing, or any related field.
- Promotional products experience is preferred.

Additional Information

- Hybrid position in Reston, Virginia with the possibility of being fully remote for the right candidate.
- "No Meeting" Wednesdays
- Internal Company Recognition & Rewards
- 401k and Health Insurance Benefits
- 9 paid company holidays with an additional paid week off between Christmas and New Year's Day

Compensation

Exact compensation may vary based on skills, experience, and location. Starting salary of \$60K plus annual bonus plan.