

Position: Waypoint Office and Showroom Manager

Company Overview

Waypoint Outdoor is the National Sales Agency for Helly Hansen, Sunski Optics, and Biolite and the Regional Sales Agency for Smartwool, Nemo, Bogs, and other Outdoor Brands. Waypoint Outdoor has an unwavering commitment to Premium Relationships, Business Management, and Customer Service to its Brands and Retailers. Waypoint Outdoor is composed of Outdoor Industry Veterans who have a dedication and passion to the industry and service. As a result, Waypoint has enjoyed tremendous growth both within and beyond the core outdoor industry and is committed to scaling and developing its team.

Position Overview

The Office and Showroom Manager is responsible for day to day operational management of the Waypoint Office and Showrooms and how we present ourselves and our Brands at Regional and National Shows. This position is the go to person for all things Office and Showroom Management, Showroom Calendar creation and management, and how our Brands and Retailers experience the Waypoint Way from a Brand and Product perspective. This position serves as an expert in our interoffice workings, the seasonal flows of our brands, how and when our brands come to life in our showrooms and on the road at shows, ensuring our Reps have the tools, products and presentation tools necessary to serve our customers.

This position works closely with the Visual Merchandiser/Samples Manager, the Brand Managers, and the Operations Manager to ensure schedules are created and managed, needs are identified, budgets are identified and adhered to, and presentation is scheduled and executed to present Waypoint Brands appropriately and in a timely fashion. In addition, this position is responsible for managing day-to-day operations across the agency's Seattle Office and Showrooms, including overseeing Waypoint's Showroom, Brand Samples via management of the warehouse manager, ensuring the Showroom is market ready, fiscal and operational management of brand sample sets and Sample Sale, and ensuring the preparedness and cleanliness of the showroom and office. This individual will exercise a strong understanding of Waypoint's service philosophy, the outdoor industry business, and identified Brands and Key Accounts.

This position requires leveraging expert knowledge of Waypoint Outdoor's Business and Service philosophy, strategic organizational skills, forward thinking mentality and anticipation of needs to ensure Waypoint's Sales Teams, Key Account, and on the road at show tactical day to day needs are met in an effective and efficient manner and are constantly evolving. This person will exude a passion for service and "The Waypoint Way" and will have a capacity to make things happen with professionalism and discretion when and where needed.

The Key responsibilities of this position include:

- **Showroom Operations:** Ensure showroom is market ready, includes managing the Office and Brand Showroom calendar, ensuring appropriate lines are displayed and maintained and ensuring the Waypoint offices are ready for business at all times:
 - Oversee the Visual Merchandiser/Samples Manager ensuring **Showroom is seasonally appropriate and market ready.**
 - Working closely with the Brand Managers and the Sales Force, identify **Showroom expectations and needs** and plan execution to ensure an effective sell in environment.
 - Oversee the **Showroom Seasonal Flow and Set Up**, working closely with the Brand Managers, identify timelines, needs, and meetings for when Sample Sets should be up where and for what accounts, ensuring the Visual Merchandiser/Samples Manager has the tools needed to execute a timely market ready showroom.
- **Waypoint Office Operations:** Ensure the Waypoint Office is appropriately managed, including being the point person for all shipping and receiving, ensuring needed supplies are ordered and appropriate inventory levels are in stock, managing office supplemental staff (ie

cleaners, Fedex, UPS, shipping/receiving, etc) and ensuring the Waypoint office and Showrooms are ready for business meetings.

- **Waypoint Calendar:** Own Waypoint's calendar, includes ensuring all events and appointments are scheduled, bottlenecks and conflicts are proactively identified and resolved, and identifying and executing any meeting planning needs (meal planning, supplies, etc).
- **Shows/Events:** Identify Show/Events needs, create timeline and ensure appropriate execution (Sample Sets, Promo/Schwag, Visual Merchandising, snacks, order forms, truck rental, show set up schedule, show tear down, and unloading and returning all show elements and samples to the appropriate place).
 - **Oversee Regional and National Show planning and Execution:** identify goals and needs, create and execute scheduled, and ensure all product and assets are returned back to the Showroom efficiently and effectively.
 - **Manage Waypoint Events calendar and execution,** working closely with Event owners and staff to identify needs and create and execute plans.
- **Samples Management:** Oversee financial and tactical management of Samples.
 - **Management of Brand Samples,** includes Overseeing the Visual Merchandiser/Samples Manager, ensuring systems and processes are defined (identifying needs, ordering from brands, intake of Samples, creating travel sets, trafficking samples, etc) and followed to efficiently and effectively report on and manage Samples Inventory.
 - **Oversee liquidation of Samples,** includes identifying lifecycle of samples, planning and executing Sample Sales and liquidating through other channels as needed.

This person owns all things related to space/office management, inventory, and Waypoint Shows/Events from a day to day management and tactical execution. This individual will utilize their knowledge of the outdoor industry and Waypoint's philosophy to ensure Brand and Waypoint staff needs are identified, met and exceeded on a day to day tactical level basis.

Connectivity

- Brand Managers
- Showroom and Samples Manager
- Operations Manager
- Reps

Connectivity

- Reports to: Operations Manager
- Works Closely With:
 - Brand Manager
 - Account Reps
- Manages:
 - Showroom and Samples Manager

Competencies

- Team and Leadership skills
- Managerial imagination
- Organizational and Communication skills
- Seasoned Judgement and Problem Solving
- Creative and resourceful, and strong attention to detail
- Strong understanding of the outdoor industry
- Team and Customer Service Attitude and mentality
- Excellent process management skills

- Excellent interpersonal, written and verbal communication skills

Qualifications

- Bachelor's degree in business, B.A. in Business or related field desired
- Five plus years experience in the outdoor industry
- Previous experience managing a retail store or an office environment
- Proven ability to develop and maintain professional relationships
- Demonstrated results in executing multiple projects on a seasonal basis
- Exposure to forecasting, budget and financial management processes