

JOB TITLE: Director of Retail
REPORTS TO: Chief Business Officer
DEPT: Thrift Store

STATUS: REG/SALARIED/EXEMPT
SCHEDULE: M-F, 40+ hrs./week
REVISED: 11/14/2025

The Winston-Salem Rescue Mission (WSRM) is helping our hurting neighbors and those struggling with addiction and homelessness find hope and healing through the transforming gospel of Jesus Christ. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.

SUMMARY OF POSITION:

The Director of Retail oversees the operations and growth of the organization's thrift stores, ensuring they are mission-aligned, financially sustainable, and community-engaged. This role manages all aspects of store operations, including staffing, merchandising, donation flow, pricing, volunteer engagement, compliance, and customer service while serving as a bridge between retail activity and the broader mission of the organization. The Director will be integral in launching a brand-new store, including layout, staffing, and pre-opening planning. There will be driving required between the Winston-Salem Thrift Store (and principal office) and the Kernersville Thrift Store location, with flexibility to distribute time amongst locations.

KEY RESPONSIBILITIES:

Strategic & Operational Leadership

- Lead operations of all thrift stores (currently two, with future expansion expected).
- Partner with Finance to develop annual budgets, sales goals, and KPIs; monitor performance and adjust strategies accordingly.
- Ensure mission integration across retail operations, including resident work therapy programs where applicable.
- Develop and operationalize a scalable volunteer program to offset store operational costs and build community relationships.
- Manage staffing and development across both stores; mentor store managers and hold teams to standards.
- Look for opportunities for entrepreneurial income that could possibly be developed and deployed within Stores.

New Store Development (Pre-Opening & Launch)

- Provide input on store design, layout, and workflow for donation processing and retail space.
- Recruit, hire, and train store staff and management in advance of opening.
- Establish pricing strategy, merchandising standards, and opening-day readiness.

Donation Management & Merchandising

- Oversee systems for donation intake, sorting, bar-coding, pricing, and rotation.
- Maximize sell-through rates through creative merchandising, promotions, and pricing strategies.

Community & Donor Engagement

- Serve as an ambassador of the organization within the community, representing the mission to customers, volunteers, and business partners.
- Partner with Marketing/Development to align promotions, signage, and messaging with organizational brand.

SKILLS AND QUALIFICATIONS:

- Strong Christian background.
- Bachelor's degree. MBA preferred. Retail management experience considerations.
- 7+ years' hands-on retail operations; thrift/resale strongly preferred; multi-site leadership experience.
- Demonstrated pricing expertise for donated/secondhand goods (brand/condition grading, comps, dynamic markdowns).
- Track record of improving donation-to-floor throughput and maintaining consistent presentation standards.
- Experience building and scaling volunteer programs (onboarding, role tiers, recognition, retention).
- Familiarity with POS systems, retail reporting tools, and inventory management.
- Excellent leadership, communication, and team-building skills.
- Success in auditing and improving retail SOPs (loss prevention, OSHA/safety, exit/disposal).
- Commitment to the mission and values of the organization; ability to integrate Christian-based principles into daily work.

If you are called to make a difference in the lives of others through your leadership in our Thrift Store operations, we invite you to apply for the Director of Retail position with the Winston-Salem Rescue Mission today! Please visit: <https://wsrescue.org/employment/> for more details and/or to apply.

WORKING CONDITIONS/PHYSICAL FACTORS:

The work is typically performed in an office environment and thrift store environment while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity.

Employee Signature

Date