

# Country Squirrel Outfitters Position Description

## Company Information

Country Squirrel Outfitters is an outdoor recreation company that offers rentals, guided trips, educational seminars, and has a retail store (brick & mortar & online stores). We offer a variety of outdoor recreational gear and rentals for paddling, hiking, backpacking, camping, rock climbing, cycling, running, and fishing.

## Position Description

### Web Master and Web Store Manager

#### Position Type:

Part-time. Schedule is flexible. Not to exceed 40 hours per week.

#### Compensation

\$9.00 - \$12.00 / hour, based on experience level. Pay increases with experience.

#### Primary duties

- Oversee day to day operations of the website and web store.
- Enter new inventory onto website, including extended product descriptions and product images
- Manage, train and maintain web store, and update based on daily sales
- Manage the work flow and set priorities for the web store
- Manage customer relations for the web store
- Collaborate with Supervisors, Marketing and Owners to prioritize and select products for the online store
- Manage, train and maintain order fulfillment processes.
- Package and ship online orders
- Work collaboratively with Owners, Supervisors, and Events Coordinator on web store and development projects
- Use Google Analytics and other business tracking tools to benchmark, measure and analyze key performance indicators as set out by Management
- Manage social media, including daily posts to Facebook, Twitter, Instagram, etc.
- Assist with development of YouTube videos and blog.
- Develop E-mail contacts data and frequency
- Manage donation requests
- Advocate best practices and research new industry trends/opportunities for increased web sales
- Other duties as assigned

#### Qualifications

- Strong belief in a healthy and active lifestyle.
- Minimum of a high school diploma or equivalent (current high school students will also be eligible for summer positions).

- Experience with web applications. WordPress experience is preferred, but not necessary. Ability to quickly learn new web applications.
- Quality communication skills both written and oral; including the ability to understand and articulate policy and procedures.
- Good organizational skills.
- Ability to prioritize and manage several projects at one time.
- Ability and desire to work collaboratively with others.
- Balance of a professional attitude while having fun.

Country Squirrel Outfitters  
3 Main Street  
Ridgway, PA 15853  
(814) 776-6285  
countryquirreloutfitters@hotmail.com  
www.CountrySquirrelOutfitters.com