



Director of Retail Operations

at StickerYou

Toronto, Ontario

About StickerYou

StickerYou is a leading global e-commerce company for custom die-cut products such as stickers, labels, decals, temporary tattoos and more. Our proprietary platform infuses automation technology and creativity to empower anyone to make the best custom products in any size, shape and quantity. Business and consumers can make their marketing, packaging, décor or personal expression professional grade. We believe in the enormous power of customization. We are a smart, creative, and passionate group dedicated to hiring and growing the most talented and engaged workforce in our Toronto Head Office and our retail locations across Canada. We are a global company utilizing software and advanced digital manufacturing proudly making custom products locally. We make what matters stick.

Retail Growth

While online e-commerce is growing both for readymade products and even more so for custom products, we believe omni-channel retailing (combining online with bricks and mortar locations) is where the future is. Our groundbreaking physical retail store concepts such as "The World's Largest Sticker Store" and StickerYou Pop-Ups that are expanding in shopping malls across the country will play an important part in the next phase of our growth.

The Position

The Director of Retail Operations (newly created role) will be responsible for creating the operational excellence that will support accelerated expansion of StickerYou's Canadian retail footprint. This person will lead, develop, and implement cross-functional daily operations, workload management, people and technology strategies to support our ability to scale and grow. We're looking for someone who can bring a mix of entrepreneurial zeal, operational know-how, innovative merchandising ideas and the ability to lead and inspire this growing team.

The responsibilities

- Develop and implement a realistic strategic plan for our retail kiosks/pop-ups establishing the framework and guidelines to streamline operations and enable individual stores to successfully and independently execute their plans.

- Evolve and improve store processes, technology, and organizational capabilities that directly impact the customer and employee experience
- Prepare and manage fiscal budgets, communications, new store opening processes that support operational excellence.
- Develop and communicate reporting with internal team to provide metrics to inform and improve our sales targets and operational practices.
- Partner with Sales, Marketing, IT, Design, HR to drive best practices for the retail stores.
- Establish individual goals and objectives for direct reports in support of the company's strategic goals and objectives. Develop and empower direct reports to make decisions and take action.

What you bring to the table

This position requires a strong retail background and proven track record of successfully scaling retail operations. As a strong business leader, you understand the nuances of consumer behaviours and buying cycles and can quickly bring strategies into play to help optimize sales. You balance humility with confidence in your ability to lead the growth of a modern retail store concept/experience that will be loved by customers. The role requires someone who combines strong decision making and innovative thinking with the ability to avoid “analysis paralysis” and execute quickly. The person we are looking for prefers to get things done well and fast rather than being perfect. We're looking for someone who is willing to get their hands dirty, build a business, solve problems, and capitalize on opportunities with the flexibility to adapt to customer experience improvement insights quickly. Demonstrated strength in at least two of the following three areas is key:

1. A deep understanding of managing store/kiosk infrastructure such as merchandise fixtures, signage, and the ability to utilize technology (e.g. POS, video, etc.) for operational improvements.
2. A talent for motivating/managing people to deliver customer service and operational excellence supported by the use of analytical tools to report/discover insights to drive continuous improvement.
3. An understanding of custom print and production, and/or command of software design tools such as Photoshop/Illustrator.
4. This person is open to honest feedback and enjoys collaboration. They will be working with the StickerYou leadership and product teams, as well as having some autonomy to build out an awesome retail store experience and team.

Specific experience criteria:

- University/college degree in business or marketing
- 5+ years of manager or higher level retail operations experience including, merchandising, operations, marketing within the consumer products industry.
- A demonstrated record of growth, and increased results for an organization.

- Effective communication that inspires teams and facilitates partnership with leaders of varied disciplines to leverage their skills and ideas to support the overall success.
- Operational mindset featuring diverse and high-quality retail operations.
- Knowledge of a broad range of consumer product retail markets and business trends.
- Experience in high-volume complex environments.
- Direct involvement in managing implementation of new technology platforms for store teams, including new POS systems.
- Self-motivated and driven to succeed.
- Ability to deal with ambiguity and adapt quickly to change.
- Customer centric mindset, both internal and external
- And most importantly...a genuine passion for the power of Stickers!!

This is a rare opportunity...are you up for the challenge?

Reasons to work at StickerYou:

- High-growth hybrid print/technology company
- Strong leadership team
- Company-wide positive energy that's infectious - people enjoy coming to work every day!
- Fast-changing environment with ample learning and growth opportunities
- Support growth and help expand a global Canadian brand
- Strong corporate vision to serve a large variety of small and medium sized businesses in many segments and help make small companies more successful
- 100% Canadian company with ALL of our products made locally
- Cutting edge e-commerce and customization technology
- Fun work atmosphere including Beer Fridays, Goal Hitting Pizza Days, etc.

If you're interested in applying for this position, please send your resume to careers@stickeryou.com