



Rockville Economic Development, Inc. Position Description

Title: Retail Incubator Manager
Maryland Women’s Business Center (MWBC)

Reports to: Managing Director of MWBC

Rockville Economic Development, Inc. (REDI), a nonprofit organization, was founded in 1997 by The City of Rockville to serve as the economic development agency for the City. Today with a budget of approximately \$1.5 million, it helps businesses launch, locate and expand. In 2010, REDI established the Maryland Women’s Business Center (MWBC) to help women throughout the region start and grow businesses positioned for long-term growth through training, business counseling and other resources. Now funded in part through a Cooperative Agreement with the U.S. Small Business Administration, MWBC hosts more than 60 training classes and workshops and interacts with more than 1,500 clients annually. Learn more about MWBC at www.marylandwbc.org and REDI at www.rockvilleredi.org.

In 2019, we launched [MWBC Shop Local](#), a retail incubator that provides business training, technical assistance, and shared retail space to help entrepreneurs launch and grow their product-focused businesses. We currently operate two store locations in Rockville and Bowie, Maryland, offering curated products from local artisans and small business owners. Our mission is to support the entrepreneurial community by providing accessible retail opportunities and comprehensive business development support.

POSITION SUMMARY

We are seeking an experienced, detail-oriented, and entrepreneurial Retail Manager to oversee operations at both our Rockville and Bowie store locations and any other locations in the area that are added in the future. This role is ideal for a retail professional who is passionate about supporting diverse small businesses and creating exceptional customer experiences. The Retail Manager will work collaboratively with program participants who staff the stores while improving systems, processes, and overall retail operations to enhance both customer satisfaction and business outcomes. A key component of this role is to provide hands-on guidance and share retail best practices with incubator participants – “teaching them to fish, not fishing for them.”

- **Position Type:** This is a full-time, grant-funded position. Continued employment is contingent upon the availability of annual grant funding.
- **Location:** Currently split between Rockville and Bowie, MD stores (travel between locations required)

- **Schedule:** Some weekend and evening hours may be required
- **Reports to:** Managing Director

DUTIES AND RESPONSIBILITIES

Store Operations

- Oversee day-to-day operations of Shop Local store locations
- Monitor store cleanliness, organization, and visual merchandising standards
- Serve as a key point of contact with landlord/mall management
- Ensure compliance with all safety, security, and lease/license agreement requirements

Incubator Participant Support and Coaching

- Support participant's business growth through training and coaching on retail best practices, customer service, and marketing
- Create and manage shift schedules, ensuring adequate floor coverage at both locations
- Troubleshoot operational issues and provide real-time support to participants

Systems & Process Improvement

- Evaluate existing systems and identify opportunities for operational and workflow improvements, including checklists and training materials for incubator participants
- Develop reporting mechanisms to track sales and other key performance indicators
- Support incubator participants with managing their inventory and supply chains

Marketing

- Collaborate with REDI marketing team to execute a marketing plan that strengthens the MWBC Shop Local brand, while also spotlighting the individual incubator businesses within it
- Develop content to leverage existing marketing channels (Instagram, Facebook, TikTok, website) and work collaboratively with incubator participants to increase foot traffic and dwell time
- Deepen community engagement to activate stores and encourage customer loyalty

Customer Experience

- Maintain high customer service standards
- Coordinate with incubator participants to create welcoming, engaging store environments, including store layout, product placement, and display strategies
- Manage seasonal promotional and window displays within a modest budget

Reporting & Communication

- Provide internal reports on store performance, sales trends, and operational challenges
- Maintain open communication with program leadership and incubator participants
- Participate in program meetings and contribute to strategic planning

Additional duties may be assigned to respond to evolving business and program needs.

QUALIFICATIONS

Required:

- Minimum 5-7 years of retail management experience (including relevant education) preferably in specialty retail or multi-location operations
- Proven track record of developing and implementing retail systems and processes
- Strong leadership and team coordination skills with experience training and coaching staff
- Excellent problem-solving abilities and attention to detail
- Demonstrated ability to lead and execute a retail marketing strategy
- Strong organizational and time management skills with ability to manage multiple locations
- Outstanding customer service orientation and communication skills
- Reliable transportation to travel between Rockville and Bowie locations
- Flexibility to work some evenings and weekends as needed

Preferred:

- Experience working with small businesses, artisans, or in a retail incubator/co-op environment
- Background in nonprofit or mission-driven organizations
- Knowledge of visual merchandising and retail display best practices
- Familiarity with e-commerce platforms and omnichannel retail strategies
- Experience with POS (i.e. Square), inventory management systems and data analysis
- Passion for supporting local makers, entrepreneurs, and small businesses

COMPENSATION AND BENEFITS

- \$65,000-85,000 annually, commensurate with experience
- Full-time position benefits: paid holidays and annual leave, health care benefits, 3% matching contribution to a Simple IRA plan

HOW TO APPLY

Please submit your resume, cover letter, and three professional references to hr@rockvilleredi.org.
Open until filled.

In your cover letter, please describe your relevant retail management experience and why you're interested in supporting small business entrepreneurs through this position.

Last revised 4/20/26

Rockville Economic Development, Inc. is an Equal Opportunity Employer.