



Rockville Economic Development, Inc. Position Description

Title: Part-Time Retail Manager
Maryland Women's Business Center (MWBC)

Reports to: Managing Director, MWBC or designee

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 one store location in 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 part-time Retail Manager to supervise MWBC Shop Local Bowie, a retail incubator designed to help entrepreneurs launch, test, and grow their product-based businesses. This role is ideal for a retail professional who is passionate about supporting diverse small businesses and creating exceptional customer experiences.

Working closely with MWBC leadership, participants, and community partners, the Retail Manager will develop systems, strengthen retail operations, and share industry best practices that improve sales, customer engagement, and business sustainability.

- **Position Type:** This is a part-time, grant-funded position. Continued employment is contingent upon the availability of annual grant funding.
- **Location:** Bowie, MD
- **Hours/Schedule:** 20-25 hours per week; some weekend and evening hours may be required
- **Reports to:** Program Manager

DUTIES AND RESPONSIBILITIES

Systems, Processes & Operations

- Oversee day-to-day operations of Shop Local Bowie, including creating and managing shift schedules to ensure adequate floor coverage
- Evaluate existing systems and identify opportunities for operational and workflow improvements, including SOPs and training materials for incubator participants
- Develop and maintain reporting mechanisms to track sales, customer engagement, and other key performance indicators
- Support incubator participants with inventory management, product assortment, and supply chain best practices
- Serve as a key point of contact with landlord/mall management

Incubator Participant Support and Coaching

- Provide regular one-on-one and group coaching sessions for incubator participants, with a focus on merchandising, pricing, sales strategies, inventory management, and customer service
- Support problem-solving and business growth planning through goal setting, action planning, and accountability check-ins
- Assist Program Manager with onboarding new participants and collaborate with Program Manager to connect participants with MWBC resources, training opportunities, and business support services as appropriate

Marketing & In-Store Events

- In collaboration with REDI marketing team lead store marketing campaigns and in-store events to raise awareness within the community, increase foot traffic, and encourage customer loyalty
- Support incubator participants to host in-store events, promotions, and community outreach efforts
- Develop content to leverage existing marketing channels (Instagram, Facebook, TikTok, website)

Store Experience

- Conduct regular store walkthroughs and provide recommendations to improve store appearance, merchandising and displays, product placement, and customer flow
- Identify operational challenges and recommend solutions that improve the customer experience and support incubator participants' success
- Design and execute monthly window displays and designated sales areas that feature products from all incubator participants
- Encourage incubator participants' adherence to established store standards, policies, and procedures

Reporting & Communication

- Maintain regular communication with MWBC leadership regarding participant progress, operational challenges, and opportunities for improvement
- Participate in staff meetings and contribute to the ongoing development of the Shop Local program
- Provide monthly summaries of participant activity, store observations, and recommendations

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

QUALIFICATIONS

Required:

- Minimum 3-5 years of retail management experience (including relevant education)
- Demonstrated experience driving retail performance, including sales growth, merchandising strategy, and inventory management
- Proven ability to develop and implement systems, processes or training materials that improve operations and consistency
- Ability to analyze retail data and translate insights into clear, actionable recommendations
- Highly organized, adaptable, and comfortable working in dynamic, multi-stakeholder environments
- Excellent problem-solving abilities and attention to detail

Preferred:

- Experience owning or operating a retail or product-focused business
- Background working with small businesses, makers, and/or artisans
- Experience with multi-vendor retail, pop-ups, or incubator environments
- Familiarity with POS (e.g. Square) and basic sales analytics
- Experience in mission-driven or community-based organizations
- Based in Prince George's County and local knowledge of Bowie area

COMPENSATION AND BENEFITS

- \$3,000-4,000 monthly, commensurate with experience
- 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 7/16/26

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