



Achieve Your Active Lifestyle Goals

Store Manager – Reno Running Company

Reno Running Company is looking for a Store Manager to lead one of our specialty run retail locations. This role is for someone who thrives on leadership, loves building teams, and believes an active lifestyle can help people live better lives.

What You'll Do

Lead & Develop People

- Train, coach, and motivate a team of Shift Leads and Sales Associates
- Build the leadership pipeline by developing future leaders
- Foster a positive, inclusive, high-accountability store culture

Deliver an Exceptional Customer Experience

- Ensure consistent execution of our fit process and selling behaviors
- Be present and engaged on the sales floor — leading by example
- Resolve customer issues with empathy and professionalism
- Maintain a clean, welcoming, and well-merchandised store environment

Own Store Operations

- Oversee daily opening and closing procedures
- Manage cash handling, deposits, till change, and petty cash
- Ensure operational standards and visual merchandising expectations are met

Manage Inventory & Merchandising

- Oversee receiving, transfers, markdowns, and physical inventory counts
- Maintain organized stockrooms and strong visual presentation
- Partner with buyers to drive sell-through and category performance

Be Part of the Community

- Host weekly store runs and vendor demo events
- Support broader community initiatives in partnership with the GM and Community Manager

What Success Looks Like

- Strong store revenue and gross margin performance
- Healthy sales metrics (sales per hour, UPT, average transaction value)
- Efficient labor vs. sales balance
- Accurate inventory and clean operations
- A trained, engaged, and motivated team

What We're Looking For

- 3+ years of retail leadership experience (specialty retail a plus)
- Strong people leadership and communication skills
- Ability to manage customers, staff, and operations simultaneously
- Comfortable owning results and making decisions
- Passion for running, fitness, and helping people live active lifestyles

Why This Role Is Different

- You're leading a community hub, not just a store
- You'll work with a team that values training, growth, and culture

Interested?

Send a resume and brief introduction to careers@renorunningcompany.com.