



HARD FEELINGS MENTAL HEALTH  
848 Bloor Street West, Toronto, ON M6G 1M2

**Job Posting:** Online Retail Recovery Leader

**Date:** December 21, 2020

**CONTRACT:** February 8, 2021 – February 4, 2022 (12 months)

**COMPENSATION:** \$32,000

**HOURS:** 20 hours per week

### **THE ORGANIZATION**

Hard Feelings is a non-profit social enterprise focused on increasing access to mental health supports and resources in Toronto. We support a community of professional counsellors, including registered social workers and registered psychotherapists, who offer low-cost, short-term therapy to individuals with limited capacity to pay. We also operate a retail storefront that sells books and products focused on building stronger mental health.

### **How COVID-19 has impacted us**

When the pandemic forced us to shutter our traditional operations, we moved all counselling online and built an online store. This pivot has had significant impacts on our revenue and sustainability.

While the past ten months have been hard, they have also highlighted unique opportunities for us to grow and expand our reach. We imagine a future where Hard Feelings operates as a mixed-model of online and in-person service.

### **THE JOB**

We are hiring an **ONLINE RETAIL RECOVERY LEADER** to work with us to expand our online store, develop sustainable systems of operation, and expand our customer base and brand.

Working with our Acting Executive Director and Board of Directors, this position will be responsible for leading the growth and operations of our online store.

*This work includes:*

#### **1. Expanding Existing Product Line**

- Review and assess existing products and inventory
- Recommend and source new products aligned with our values

ONLINE RETAIL RECOVERY LEADER

- In collaboration with staff and leadership, develop branded products unique to Hard Feelings

## **2. Strengthening Store Operations**

- Assess and improve the design and operations of our online store (Shopify)
- Develop improved systems for receiving, shipping and ordering
- Oversee implementation of these improvements, in collaboration with store staff

## **3. Increasing Reach and Profitability**

- Make recommendations for improvement and contribute to store social media (Instagram, Facebook, Twitter)
- Research and implement new marketing and communication strategies to support the growth of the online store

*In addition to this work, there will be an expectation and opportunities to collaborate in the growth of the organization including:*

### **Returning to in-person shopping, post COVID-19**

While we are excited about the possibilities of growing our online store, we also hope to re-open the doors to our bricks-and-mortar storefront, when deemed safe, offering a mixed model of service delivery at Hard Feelings.

### **Building the Reach of the Model**

Since opening in September 2017, Hard Feelings has grown steadily, with ongoing interest in replicating the model across the country and abroad. With the growth of our online store, we see an opportunity to engage more deeply with this idea as both a way to support more people and increase our revenue.

### **Developing our Social Enterprise**

When our physical space was open to the public, there were opportunities for collaboration between the retail storefront and the community of practice. We want to explore how we might develop similar collaborations between the store and practice to deepen our brand, provide more meaning for clients and customers, and expand our sustainability as a social enterprise

### **QUALIFICATIONS**

- Degree or diploma in Business, Design, Marketing, Retail Operations, or equivalent experience
- Experience working at and/or managing an online store
- Experience in product sourcing, vendor liaison, and inventory development
- Experience in assessing operations and implementing change in business
- Understanding of and interest in social enterprise and the non-profit sector
- Experience using Shopify and/or other online retail platforms
- Experience developing professional content for social media
- Experience working collaboratively with others

- Strong communication skills
- Commitment to our organizational values of integrity, innovation, inclusion, and empathy
- A creative thinker with a flexible approach to problem solving
- Ability to work from home and in-person at our downtown Toronto location (Bloor and Ossington)

#### **Assets**

- Knowledge of mental health resources and products
- Skill in brand design and product development
- Experience coordinating and supervising staff and volunteers
- Experience using Quickbooks or other accounting software

#### **APPLICATION PROCESS**

Submit your cover letter and resume to Kate Scowen at [kate@hardfeelings.org](mailto:kate@hardfeelings.org)

**NOTE:** Please include in your cover letter a brief statement about what you view as the biggest strength and the biggest challenge facing our store over the next year.

**Deadline** for applications is **January 11, 2021**. Applications will be considered as they are received, until the deadline.

As an employer, Hard Feelings Mental Health is dedicated to building an organization that reflects the diversity of the communities we serve. This includes diversity in languages spoken, culture, race, sexual orientation and gender identity. Requests for accommodation due to disability can be made at any stage in the recruitment process.

**Accessibility:** This position may require some light cleaning and lifting. We do not have an accessible washroom.

We thank all applicants for their interest but only those selected for further consideration will be contacted. **Please do not call regarding this position.**