



# Area Manager - NATEX

## CFMWS – WHERE PURPOSE MEETS PASSION!

At Canadian Forces Morale and Welfare Services (CFMWS), we're more than just a workplace; we're a proud community dedicated to supporting Canadian Armed Forces members, veterans and their families in their daily lives. We carefully curate and provide programs and services designed to meet their unique needs and enhance their mental, social, physical, financial and familial well-being. CFMWS employees deliver programs and services including recreation, sports and fitness programs, customized financial services, retail services, access to retail savings and discounts and offers family support and organizes charity events.

NATEX provides tax and duty-free goods and services in Europe. As part of its agreement with CFMWS and CANEX since 1980, NATEX provides real value to NATO members, the Canadian Armed Forces (CAF) community and their families in Europe by delivering a personalized, consistent and familiar shopping experience. NATEX is committed to the CFMWS mission and values that promote a professional culture, recognizing the importance of mutual respect and a healthy work environment.

Our success stems from living our values. Our employees care about their support role and act with integrity in all they do. Thriving in a close-knit environment, we act as one team with one mission. We constantly seek new ideas and creative ways to deliver the best possible commercial services.

As an employer, we offer a commitment to your health, wellness and growth. We provide a diverse range of roles across many locations and a career where you can make a meaningful impact.

**SALARY:** 27.23 - 37.61 EUR Per Hour

**LOCATION:** Geilenkirchen, Germany

**POSITION TYPE:** Temporary Full Time – 38.5 Hours Per Week  
1 Year Contract with a Possible Extension

## **THE ROLE**

Under the direction of the Director of NATEX, the Area Manager plans, coordinates, and manages store operations in assigned area. They ensure latest market changes including operating procedures and corporate selling practice are applied and provides coaching and mentoring to store managers regarding these practices. They ensure sales are maintained and maximized for stores in assigned area, while controlling payroll and other expenses, reviews stock situations relative to sales and gross profit and ensures appropriate corrective actions are taken. They implement, review and maintain stock/inventory control programs. They ensure that area concessionaire's corporate objectives are achieved and addresses any concerns to Headquarters (HQ), as required.

## **QUALIFICATIONS NEEDED**

### **Education, Certifications and Licenses**

College diploma or certificate in Business Administration, Commerce, Economics, or related field, AND some years of experience in retail, or in a related field

### **OR**

High school diploma AND several years of experience in retail, or in a related field

### **OR**

A demonstrated equivalent combination of education, training and/or experience. This includes but is not limited to demonstrated military education, training or experience.

### **Experience**

- In retail operations management
- In planning, implementing, and optimizing merchandising strategies, including product assortment, visual presentation, and space management to maximize sales and enhance customer experience
- In planning, managing and evaluating the operations and delivery of marketing and promotional programs for retail products and/or services
- In business planning and budgeting
- In cost-benefit analysis
- In preparing reports
- In personnel administration
- In drafting, editing, and interpreting policies/procedures for merchandise and services
- In determining and analyzing customer segmentation
- In building and mentoring a team of sales people
- In applying policies, procedures, and regulations
- In using inventory information software
- In using software for word processing, spreadsheets, presentations, databases, e-mail, and Internet browsing

## **Competencies**

Client focus, organizational knowledge, communication, innovation, teamwork and leadership.

## **Responsibilities**

- Plan, coordinate, and manage store operations in assigned area.
- Manage employees.
- Ensure latest market changes including operating procedures and corporate selling practice are applied and provide coaching and mentoring to store managers regarding these practices.
- Ensure sales are maintained and maximized for stores in assigned areas, while controlling payroll and other expenses, reviewing stock situations relative to sales and gross profit and ensure appropriate corrective actions are taken.
- Implement, review and maintain stock/inventory control programs.
- Ensure that area concessionaire's corporate objectives are achieved and address any concerns to Headquarters (HQ), as required.
- Manage merchandising of products on sales floor and ensure proper use of layout and display techniques.
- Develop and execute marketing strategies/plans to create a partnership with the communities.
- Act as the NATEX area representative to the Base/Wing/Unit (B/W/U) authorities, community leaders and key influencers. Ensure managers create marketing plans to maximize community goodwill and convey support to NATEX.
- Monitor the customer driven product sales and service strategy while ensuring sales and profit targets are met based on segmenting the market for maximum product relevance.
- Ensure the effective use of advertising material and in-store signage.
- Ensure effective set-ups and displays for national and local promotions.
- Ensure that the overall visual aspect of the stores creates a favorable customer experience.
- Evaluate and recommend improvements to sale events and seasonal promotions for stores within assigned areas.
- Manage, prepare and conduct stocktaking, and analyze and adjust results.
- Authorize, monitor and document financial transactions/commitments within an approved budget.
- Analyze and monitor revenue and expenses for stores within assigned area.
- Prepare and submit assigned area stores' budget estimates to NATEX HQ.
- Prepare and submit reports regarding sales volumes, merchandising, gross profits and loss prevention for stores within assigned area.
- Liaise with gasoline marketing representative, as required.
- Perform moderate lifting, carrying, pulling and/or pushing (i.e. more than 10 lbs/4.5 kg but less than 50 lbs./23 kg).
- Comply with NPF policies, procedures, regulations and applicable legislation.
- Ensure compliance with the Health & Safety Program
- Perform other related duties as assigned by Manager.

## **LANGUAGE REQUIREMENTS**

English Essential / German an asset

## **BENEFITS AVAILABLE**

Bonus Accumulation, Paid Sick Leave, Life insurance (contribution by employer), Pension, Health Insurance, and Duty Travel Compensation.

## **OTHER INFORMATION**

This Position is OPEN to any European Citizen eligible to work in Germany including any NATO Dependents

### **Conditions of Employment:**

Reliability Security Clearance/ Background Checks - *Information requested include: Citizen/National ID card, Passport, Birth Certificate, Driver's license (if driving), Education credentials, Proof of residency 5 years, Proof of employment 5 years, 3 personal references, 3 professional references, Credit check (Schufa-BonitätsCheck, Certificate of good conduct (from Germany and Country of origin), Marriage certificate (if changed name).*

**Application deadline:** Friday December 19th, 2025 by 11:59 Pm Central Berlin Time

## **START DATE**

As soon as possible

## **INCLUSION AND ACCOMMODATION**

CFMWS is committed to providing an inclusive, equitable and accessible environment, where all employees feel valued, respected and supported. We welcome applications from all qualified candidates who can help us build a workforce that reflects the diversity of Canadian society. If contacted in relation to a job opportunity or assessment, you should advise the recruitment team in a timely fashion of the accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

**To apply, scan the QR code which will take you to the application page.**



**Or click on the following URL: <https://ca01-apply.sabatalentlink.com/apply-app/pages/application-form?jobId=QDCFK026203F3VBQBL0LO8MBD-39690>**

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