

OLD CREAMERY COOPERATIVE INC.
General Manager Job Description

SUMMARY

The General Manager is responsible for the successful operations of the Old Creamery Cooperative, Inc. (the Co-op). S/he works to ensure that the Co-op meets all financial, quality and operational goals set jointly with the board of directors so that the Co-op continues to be a thriving business and a community asset. Working closely with member-owners, the board of directors, senior employees and other store personnel, the General Manager articulates short and long term direction for the Co-op, monitors progress against goals, identifies and executes needed improvements and leads innovation and growth. The General Manager, as the Chief Executive Officer of the Co-op, will have essential functions in the areas of Customer/Community Service, Human Resources, Health, Safety & Regulation Matters, Operations, Marketing/Sales, Finance, Membership, and Board Relations.

REPORTING RELATIONSHIPS

The General Manager reports to the board of directors, which is elected by the Co-op's member-owners. The General Manager has the authority to hire, direct, structure, and evaluate all other staff.

ESSENTIAL FUNCTIONS

Customer/Community

Serve as a model for customer service and other vital behaviors and instill this value in all staff. Coach staff in the art of customer service.

Ensure customer needs are met by offering excellent, friendly service. Ensure that complaints are resolved to the full satisfaction of the customer, and that service is quick and efficient.

Develop and maintain a positive image in the community by participating in, sponsoring and partnering in community events in the surrounding areas. Ensure the Co-op's commitment to the betterment of the community.

Ensure active involvement with local, regional and national cooperative community and organizations.

Human Resources

Oversee development and board approval of cost-effective, equitable, and lawful personnel policies and practices.

Ensure adequate staffing at all times. Maintain best practices for recruitment, selection, hiring, firing, compensation, training, and evaluation of employees.

Interpret and administer policies established by the Board, and issue instructions about such policies so that all employees have uniform understanding and consistent interpretation.

Foster a sense of teamwork and self-direction among employees.

Direct and generally supervise immediate subordinates in the performance of their assigned duties. Provide advice, assistance and guidance to subordinates.

Ensure orientation and on-the-job training for all staff.

Complete timely evaluations for management staff based on written job descriptions and performance standards.

Oversee staff schedules and payroll.

Facilitate the flow of information among staff

Health, Safety & Regulation

Ensure that the Co-op adheres to all applicable local, state and federal laws and that required standards are met, through planning, training, knowledge, and awareness.

Ensure that all employees are trained in and follow all organizational safety procedures and guidelines.

Ensure that the store provides a safe work environment for all staff and customers.

Operations

In conjunction with the Board of Directors, develop and implement store strategic goals and objectives; participate in the annual business planning and goal setting process.

Manage all aspects of store operations.

Assist as needed with daily store operation activities depending on business needs.

Maintain relationships with current vendors and develop relationships with new vendors in order to support store goals.

Establish and manage effective inventory control, in-stock position, pricing integrity, merchandising, addition and deletion of product assortment and other operational processes in alignment with the Co-op's standards.

Monitor the quality of products and services.

Monitor and control shrink and ensure that all moneys are accounted for properly.

Design and maintain routine maintenance plans and schedules. Ensure cleanliness, safety and maintenance of Co-op's equipment, building and grounds.

Plan for the Co-op's ongoing operational needs, including technology, facilities, and equipment.

Oversee all expansion, remodeling and major repair projects in accordance with established budgets.

Marketing/Sales

Implement store vision, strategy and mission by initiating programs that respond to customer and member needs while meeting profitability targets.

Ensure that the Co-op routinely solicits customer feedback. Analyze and act on feedback to ensure that needs are identified and met.

Develop advertising and marketing programs to increase public awareness of the Co-op's products and services and to maximize local support and involvement in the store.

Check the competition regularly and identify new trends in the industry.

Develop and execute in-store promotions, signage, and interdepartmental tie-ins to maximize sales.

Ensure that the store remains attractive, comfortable and friendly to all.

Ensure that all store information is current and consistent across all marketing mediums, including: print, web, social networks, and other marketing platforms.

Plan and manage store promotions and activities, including member-owner discount days, product tastings, seasonal celebrations, and other events.

Finance

Ensure that the Board approves management plan and financial projections.

Direct all financial operations of the cooperative. Be held accountable for control of resources.
Meet with store managers to review performance in relation to goals and develop plans for corrective action with departments not meeting goals.
Monitor deviations from budget, take corrective action and report to Board on actions taken.
Ensure that the Board receives periodic (at least monthly) reports on the Co-op's financial status and performance.
Ensure that the Co-op's assets are adequately safeguarded from loss.
Approve capital expenditures within Board approved management plan. Submit requests to Board for unanticipated expenditures over \$1,000. Make recommendations to Board on sale of assets over \$5,000.
Obtain financing as directed by the Board.
Represent the Co-op in negotiating loans, leases, and contracts.
Negotiate with suppliers for favorable prices, terms, quality and delivery.
Evaluate suppliers as necessary and investigate new sources of supply.
Plan for the Co-op's financial future.

Membership

Promote, monitor and support membership in the Co-op.
Establish systems and procedures that ensure that Co-op members remain informed about the Co-op's status, needs, and activities.
Ensure clear and effective communications to the membership including presentations at membership meetings and periodic written reports.
Ensure overall member satisfaction by monitoring key indicators.

Board

Coordinate preparation of annual operating plan that outlines clear and measurable ways the Co-op will make progress towards its ends and meet goals identified in the Co-op's business plan. Annual plan should include operating, capital, and cash budgets.
Participate with Board in development of long-range plans.
Maintain effective communication and working relationships with Directors and Officers.
With Board President, organize Board meeting agendas and Board work plan.
Prepare and present timely and effective reports to the Board supported with appropriate analysis; reports will focus on: monitoring business performance and compliance with board policies and limits defined by the board, and progress towards goals including any significant deviations from goals and plans for corrective action.
Follow up on board concerns and research issues in a timely and effective fashion.
Keep all directors informed about Co-op matters at and in between board meetings.

QUALIFICATIONS

Required Experience, Skills & Attributes

- Experience managing a retail food store and/or healthy prepared foods operations; or transferable experience.
- Personal and professional values that align with cooperative principles
- Strong work ethic and ability to organize time, manage diverse activities, adapt to change, and meet critical deadlines.
- Bottom-line accountability for a business
- Proven ability to develop and implement a vision and strategic plan.

- Proven ability in team building, including leading and motivating others to achieve organizational goals.
- Experience in accounts payable and receivable, working and long-term capital needs and resources
- Ability to utilize and manipulate spreadsheet, data management, communications and other software programs.
- Confident, outgoing, courteous, and professional approach to all written and verbal communications.
- Ability to be professional, entrusted with sensitive information, and conduct daily activities with integrity.
- Commitment to diversity and a personal approach that values the individual and respects differences of race, ethnicity, age, gender, sexual orientation, religion, ability, and socioeconomic circumstance.
- Demonstrated ability to give and receive feedback and to listen and react appropriately
- Ability to be objective, neutral and calm under pressure
- Outstanding customer service skills
- Willingness to be open, to learn, and to take on new responsibilities
- A sense of humor and a can-do attitude!

Desired Experience, Skills and Attributes

Experience in retail natural foods management
 Knowledge of current trends in natural foods industry
 Experience in retail food co-op management
 Experience selling in a rural market
 Proven ability to use technology and systems to increase efficiency, productivity and effectiveness.
 Understanding of the components of financial statements: what purpose each serves, how they relate to one another, and how they are different.
 Demonstrated ability to interpret financial statements to laypeople
 Experience communicating with and reporting to a board of directors
 Experience with policy governance

This description is intended to outline the primary responsibilities, general nature and level of work being performed by person assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties and competencies. Other duties may be assigned.