

Job Description: Retail Manager
Part Time Year Round
Reports to: Farm Manager

Hours and Schedule:

40+ hours/week April–October (Tuesday–Saturday)

30–40 hours/week March, November, December

As needed January-February

Major Responsibilities:

The Retail Manager leads the retail team in the daily operations of the Farmstand and Coffee Shop, creating a positive, educational environment for the staff and customers alike. The person in this position ensures that customers have the best possible experience when they shop, including: training staff in excellent customer service skills, merchandising, and ensuring that signage is present and accurate. It is also the responsibility of the Retail Manager to oversee the tracking of inventories and ordering of bought-in products for resale in the farmstand, to troubleshoot technical issues (for instance with the credit card machine or POS), manage the point of sale system and to schedule and train retail staff.

The Retail Manager is responsible for management of retail staff. This includes creating and maintaining a positive team environment, scheduling, training, assigning tasks, clarifying priorities, coordinating breaks, communicating with the Farm Manager about any personnel issues that arise.

The Retail Manager works closely with the vegetable production managers, greenhouse manager, and kitchen manager to make sure that products are displayed, inventory is accurate, and staff is educated about products.

The Retail Manager works to represent all of Cedar Circle Farm to our customers. This includes, but is not limited to:

- Creating appealing, full displays of all produce, kitchen products, and bought-in products and training staff to properly display and care for these products.
- Staying up to date on all educational programming, actively promoting it to customers, and providing this information to retail staff.
- Staying up to date on what's happening in our fields and actively learning as much as possible so that that information can be relayed to customers and retail staff.

Duties Include:

- Overseeing the day to day operations of the farmstand
- Managing all retail staff
- Training retail staff
- Scheduling retail staff

- Merchandising
- Tracking inventory of bought-in products
- Placing weekly orders for bought-in products for sale in farmstand
- Communicating with marketing staff about marketing needs, promotions, etc.
- POS management
- Providing accurate signage for all products for sale in farmstand
- Replying to farmstand related customer phone calls/emails, as needed
- Conducting weekly check-ins with assistant farmstand manager, and other managers, as needed

Desired Skills:

- Strong leadership
- Strong customer service skills
- Strong organizational skills
- Retail knowledge and experience, especially produce
- Merchandising
- Problem solving, troubleshooting, and thinking on your feet in a retail setting
- Money handling
- Experience training staff

Desired Attributes:

- Friendly, level-headed, able to maintain a calm and professional demeanor even in difficult situations
- Strong communication skills
- Flexible, easy-going, interested in learning
- Proactive
- Able to motivate the team
- Able to delegate tasks and be a leader while promoting an inclusive team atmosphere
- Observant and detail oriented
- Strong aesthetic sense
- Interest in and knowledge of local, organic food & farming
- Interest in talking to customers about food, cooking, farming