



## Retail (Farm Store) Manager

This full-time manager oversees all retail aspects of the Tuttle's experience including the Farm Store, produce sales, greenhouse retail staff, and online sales of retail products. Candidate should have extensive knowledge and experience in specialty food retail, be passionate about creating a WOW farm-inspired retail experience for Tuttle's guests and be committed to great service to guests and staff. This person will cast an overall vision for the retail portion of the guests experience at Tuttle, honoring the rich 90+ year history of quality produce, food products, and customer service, and building on that by bringing best practice in retail merchandising, displays, budgeting, staff training, and customer service

**Mission:** To lead the retail portion of the Tuttle's team where we are in the business of inviting our community to encounter agriculture and great service through quality food, fun, and education in a way that nourishes both body and soul.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### RETAIL

- Be a learner focused on understanding guests' needs and how we can best serve them. Spend majority of time within store communicating with guests and staff to ensure exceptional service. As improvements are made, help provide a positive transition experience for customers and staff.
- Oversee all aspects of Farm Store operations including staff, displays, signage, merchandising, coordination of buying with Ordering Coordinator, receiving, sanitation, food safety, profitability, and retail technology. Oversee any online sale of retail products.

#### LEADERSHIP TO STAFF & FOSTERING HEALTHY STAFF CULTURE:

- Provide formal and on the job training, coaching and corrective feedback of Farm Store staff in SOP, processes, and best practice. Oversee and train approximately 40 seasonal staff during the fall season.
- Commit to fostering a fun, welcoming, healthy work culture for staff. Commitment to Tuttle's values and Expectation's Guide.

#### PRODUCT SELECTION & MERCHANDISING

- Continually look for new products that would be well received by Tuttle's guests including forming relationships with local farmers and artisans, staying aware of product offerings available from vendors, being aware of trends in specialty food. Ensure Tuttle's has a well-rounded product offering fits Tuttle's mission and meets guest's needs. Work with ordering coordinator to bring in new product.
- Design and maintenance of regularly rotating, farm-inspired retail displays/signage that create a wow! shopping environment for guests (and direction of staff to assist with this). Develop plan for seasonally appropriate shoppable displays and merchandising.
- Ensure store displays, signage, and cleanliness are maintained, as well as product quality/freshness.
- Work with Ordering Coordinator to maintain proper product assortment, merchandising, and inventory control. Conduct and maintain store inventory counts.
- Handle incoming deliveries and operate a forklift (training provided) as needed.

#### PLANNING & SYSTEMS

- Develop S.O.P's and systems for retail areas that compliment overall Tuttle's training systems.
- Work with General Manager to develop yearly sales goals, budgets, and standards.
- Work with Tuttle's management team to cast vision for future of retail at the farm including evaluation of needs, costs, ROI, feasibility of new retail buildings.

#### PROMOTING CROSS-FARM COMMUNICATION & COORDINATION:

- Model and promote behaviors that demonstrate a culture of cross-farm service, coordination, communication, and positive energy. Communicate information to other managers and areas of the farm as needed.

#### Experience & Skills

- Passion for local food, agriculture, and great customer service. Passionate about creating a farm-inspired WOW! retail experience for guests.
- 5 years proven experience as retail manager or supervisor (produce, grocery, or specialty food experience highly preferred)
- Experience creating and implementing attractive visual displays and a merchandising strategy that fits a store's brand, products, and values.
- Self-motivated individual with record of providing vision and direction towards growth and profitability in previous role(s). Ability to see the "whole" picture of the retail experience.
- Demonstrated posture as a learner. Experience getting to know a customer base, understanding their motivation and sales drivers, and adapting a retail environment to fit their needs.
- Knowledge and awareness of relevant specialty food, grocery, and retail trends and best practices.
- Knowledge of buying, pricing, merchandising, and inventory management best practice.
- Flexible to work within the constraints of limited, seasonal, or temporary retail facilities, and adjust to different roles in different seasons. Ability to multitask.
- Record of maintaining high standards in cleanliness, sanitation, food quality, and guest satisfaction.
- Demonstrated leadership skills, including coaching, directing, and motivating a team.
- Excellent communication and interpersonal skills.
- Commitment to servant leadership, creating a healthy staff culture, and Tuttle's values and culture.
- Ability to develop and maintain computer records in necessary software program (Microsoft Office, Google Apps). Ability to develop tracking and report forms as needed. Ability to troubleshoot Square POS tablets and other retail technologies. Ability to maintain online Shopify and Square Online Stores.
- Ability to operate a forklift or willingness to be trained and develop competency.
- Valid driver's license and ability to drive company vehicles for pickup and delivery of products.

#### Preferred Skills:

- Proven experience in managing crowd flow for high traffic, fast paced venue or high-volume events.
- College or Professional Trade Certifications in Retail, Management, or Marketing.

#### Physical Requirements

- Repetitive hand/arm movements, grasping, bending, reaching, ability to lift, push or pull up to 30 pounds by oneself (able to lift bushels of apples/corn, etc), exposure to extreme temperatures for extended periods of time (walk in freezers)
- Ability to use tools & equipment: knives, ladders, stepstools, box cutters, pallet jacks, and other equipment
- Required to spend long periods of time on his/her feet and standing or walking without a break.
- Wearing as needed approved hat, hair net, and/or beard guard, and personal protective equipment

**Hours:** Full time. Average 40 hours/week. Exact schedule may vary. Fall is peak season for the farm No late-evening hours (closing time 7pm). No Sunday hours. Must be able to work Saturdays in fall and most Saturdays during other seasons.

**Benefits:** Great work environment. Pay based on experience. Bonus program. Flexible schedule in off-season. No Sundays or late evening hours. Discount on purchases at the orchard. This position is eligible for health benefits if desired.

