

## City Market/Onion River Co-op Job Description

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**Job Title:** General Manager  
**Department:** Administration  
**Reports to:** Board of Directors  
**Status:** Full-Time Salaried Exempt  
**Prepared by:**  
**Revised:**

### **Job Summary**

Under the direction of the Board of Directors, the General Manager (GM) leads all operations, financial planning and management, marketing and community relations, technology, staff, and membership development. The GM is the “face” of the organization in the community, its lead representative in all relationships in the community. The GM embodies the values of the Co-op and works through staff to express them consistently with all employees, customers, members, and suppliers. The GM is empowered to act and direct others in all of these areas within the Co-op’s bylaws, cooperative principles, and within the Board’s policies. The GM leads the Co-op’s Leadership Team.

The GM is responsible for: (1) the implementation of the Co-op’s policies; (2) advising the Board on policy changes, the development of strategic plans, and operational issues, then implementing the plans, policies, and directives approved by the Board; (3) reporting to the Board on the performance of the Co-op in all areas; (4) safeguarding the assets of the Co-op; (5) and enhancing the financial position of the Co-Op.

The GM works with the Board to establish a strategic direction, then is tasked with bringing that vision into reality. At this time, the Board’s priorities are profitable growth (which may include the development of a second store), encouraging the growth of local agriculture and supporting the sale of Vermont agricultural products; great customer service; and the creation of a great place for employees to work.

### **Supervisory Responsibilities**

Oversee store operations, finances, marketing, and management team. Responsible for hiring, coaching, development, performance evaluation, and corrective action for senior-level managers.

The positions reporting to the General Manager include:

- **Director of Finance**
- **Director of Human Resources**
- **Director of Operations**
- **Director of Community Engagement**
- **Information Technology Manager**

Due to the nature of the position, all employees work indirectly for the GM.

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### **Essential Duties and Responsibilities:**

#### BOARD RELATIONS

- Understand the structure of policy governance and work within that structure to develop a positive working relationship with the Board, providing timely monitoring reports as expected or requested. Demonstrate openness to questions, suggestions and constructive comments from the Board.
- Request guidance from the Board in the form of proposed policies as needed. Oversee and coordinate implementation of Board policies.
- Provide the Board with financial and operational reports regularly as required.
- Advise and inform the Board on current operations, including potential threats and opportunities. Provide necessary technical information to the Board within required time frames. Demonstrate the Able to present material and ideas to the Board in an effective and well-documented manner.
- Ensure that Board meeting packages are distributed in a timely and accurate fashion and ensure that Board meeting logistics are attended to.

#### PLANNING/GENERAL MANAGEMENT

- With direction from the Board of Directors, lead the development of the Co-op's strategic plan.
- Consistent with the strategic plan, develop and operationalize plans for the Co-op's future growth and development.
- Research, analyze, and monitor the nutritional, technological, and demographic factors that may affect the present and future needs of the co-op's membership, customers, product mix, and distribution system(s).

#### FINANCIAL

- Work with the CFO to develop the Co-op's annual store and capital budgets, then manage effectively within their constraints to meet or exceed budget goals.
- Ensure that the managers and the Board are provided regular financial reporting to allow for accurate, current, and appropriate decision making. Ensure that timely monthly financial reports are provided to the Board.
- Ensure effective budget development, management, and control.
- Ensure that the necessary financial records are maintained.
- Authorize capital expenditure disbursements on approved capital projects.
- Monitor cash flow to ensure regular discounting of bills, enhanced purchasing power, that obligations are met when due, and all commitments are met.
- Measure and evaluate each area's performance to ensure appropriate contribution to total financial performance.
- Ensure that the cooperative's credit rating is at the highest level.

#### OPERATIONS

- Oversee the entire store operations. Ensure that Onion River Co-op optimizes the use of physical assets and facilities and that the organization is a model for outstanding customer service.

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- Ensure effective purchasing, marketing, outreach, advertising and promotion systems and/or strategies.
- Develop and implement policies and procedures to meet and exceed the cooperative's objectives.
- Ensures that the retail store is clean, attractive and efficiently operated.

### PERSONNEL

- Select, develop, supervise and evaluate the performance of direct reports – senior level managers, completing performance appraisals in a timely manner. Review achievement of performance and service standards, rewarding excellent performance and taking corrective action as needed.
- Develop and maintain favorable relations with staff, members and vendors.
- Oversee the development and implementation of pay and benefit programs.
- Create and develop a work environment which encourages employee involvement in problem-solving and policy development. Be accessible to employees and establish and maintain fair grievance procedures.
- Oversee the establishment and maintenance of training programs for job performance and job advancement within the cooperative.
- Ensure that local, state and federal regulations governing wages, hours and working conditions are met. Ensure compliance with all State and OSHA regulations and requirements.
- Regularly conduct staff meetings and open houses.

### MEMBER/COMMUNITY/COOPERATIVE RELATIONS

- Direct and maintain the business as a cooperative.
- Obtain necessary input from shoppers and members about cooperative issues, products and services.
- Ensure and maintain positive member relations.
- Oversee the development of ongoing cooperative and consumer goods-related education programs.
- Oversee the growth of the cooperative's membership. Ensure that the cooperative offers benefits and enhancements that entice community members to become members.
- Maintain a positive cooperative profile in the local community and cooperative community.

### OTHER

- Be a team player. Team player is defined by the Co-op as "the willingness to consider the effects of one's own decisions on others, the Able to focus on the larger Co-op goals rather than individual concerns." Attend all required staff meetings.
- Meet expectations of regular, predictable attendance
- Attend meetings; serve on committees as assigned.
- Perform other tasks as assigned by the Board of Directors.

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### **General Accountability**

Reporting to the Board of Directors, the General Manager is responsible for the attainment of positive operating results, and to provide a strategic direction for a safe, attractive, and efficiently run store with well-trained employees who provide excellent service to members/customers.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or Able required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must have proven abilities:

- To identify strategic opportunities and areas for improvement and develop solutions or strategies to achieve success.
- To direct and motivate staff, particularly at management level.
- To plan, develop, implement, and monitor budgets and adhere to cost and margin requirements.
- To plan, develop and implement systems to provide for efficient and productive store operations.
- To demonstrate clear and expressive verbal and written communication skills, as well as genuine active listening skills. Must be able to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations; to write reports, business correspondence, and business plans; to effectively present information and respond to questions from Board members, employees, customers and general public.
- To work well with others in a cooperative environment where teamwork and constant communication is essential.
- To demonstrate excellent problem-solving skills, outstanding communication skills, a commitment to excellent customer service and strong experience in operations management, budgeting, and marketing.
- To set, uphold, and manage reasonable expectations from BOD, managers, employees, members, and customers and demonstrate follow through on commitments.

### **Education and Experience**

- Bachelor's degree required, with an emphasis on business training preferred; and related experience of a minimum of 5 years of retail or related management experience.
- Knowledge of natural and conventional foods and the food industry highly desirable.
- Experience leading the profitable growth of all or part of an organization, managing a budget of at least \$20m required.
- Experience leading major projects (budget greater than \$1m) to successful completion required.
- Experience as the spokesperson for an organization with a high community profile highly desirable.
- Knowledge and experience with cooperatives, community development, marketing, membership development, local supply networking, and union relations a plus.

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### **Confidentiality/Discretion**

The position is privy to confidential employee and business documents such as company-wide salary and individual employee performance information, financials, organizational projections and strategies. A high degree of confidentiality and discretion is required.

### **Decision Making Authority**

Decisions of broad consequence are required, often with little external input

### **Physical Demands**

Must be able to sit, use hands to finger, handle and feel, talk or hear, see at a distance of 20 inches or less, taste or smell, lift maximum of 10 lbs. Noise level in work environment is moderate.

### **Mathematical Skills**

Able to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Able to compute rates, ratios and percentages and to draw/create/interpret financial reports.

### **Mechanical Skills**

Able to operate and understand mechanical functions and equipment.

### **Computer Skills**

Able to analyze data and develop communications through computer usage required. Proficiency in word processing, spreadsheet, and e-mail software packages.

### **Reasoning Able**

Able to define problems, collect data, establish facts, and draw valid conclusions. Able to deal with a variety of abstract and concrete variables.

### **Excellence in this position**

Excellence in this position results in an organization of highly committed employees; extensive professional development opportunities for employee; ongoing, profitable growth; the successful completion of major projects required for the continued success of the Co-op; financial results that regularly exceed budgets; a growing membership; ongoing and increasing support for local agriculture; a very positive community image; loyal customers; and a strong competitive position.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(General Manager)

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(BOD President)

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