

Woodstock Farmers' Market, Waterbury Location

GM Job Description

Background: The Woodstock Farmers Market, Woodstock location, is a bustling year-round fresh market of fantastic food which generates over \$9 million in annual sales. We're a classic "small giant": while our footprint is modest, we have created a dynamic fresh foods market with many facets—from our varied national and regional specialty products and our commitment to local produce and meats to our prepared foods kitchen and catering department to our innovative open book finance system and our customer service focused staff.

"Farmers" (as we are called) is a proud member of the Good Food Merchant Collaborative, one of 24 of the most innovative and cutting-edge independent markets in the country. Woodstock, Vermont is an outstanding and friendly town that combines arts, culture, and outdoor sports with ease of access to NYC and Boston.

Our new satellite location in Waterbury, VT (opened August 2019) has been closed since April 1st due to the Covid-19 crisis. We are seeking a General Manager to help continue to lead our successful launch. Last year, a team from the Woodstock location managed the start up. Now that we have taken a pause, we are ready for "Phase 2" and are searching for a store manager who would train in Woodstock, be immersed in the WFM culture, and then help run the Waterbury location. This person would need to be connected to the Waterbury/Waterbury Center/Stowe communities. We have a strong staff ready to come back, and they would be involved in the hiring process.

General Needs: We are seeking a resourceful self-starter with plenty of hustle who thrives in a startup environment, loves a challenge, and can make things happen: someone who has experience managing in an independent retail environment, ideally with a background in food or food retailing. This candidate must be passionate about food, especially food geared toward a fresh market environment: fresh local produce, interesting and cutting-edge specialty grocery products, local meats, breads and cheeses and the like. Most of all, this candidate must share the strong values of the Woodstock Farmers' Market both in practice and spirit. We envision this position growing organically, and the person who fills this role will have to be flexible with the demands of a new business. Below is a brief description of the specifics we envision:

Specifics of the Job:

- **Managing:** Experience managing a team focused on food and retail and great customer service; writing schedules.
- **Merchandising:** Merchandising items, including produce, deli and grocery items; working with our Woodstock crew setting and resetting displays that match seasons and themes. Working with the Waterbury produce supervisor and buyer merchandiser in this role.
- **Customer Service:** Running a cash register system on live inventory; working the deli area and attending to guest needs in the entire store.
- **Being Responsible:** Closing and opening a retail store and working those hours; working weekends and holidays, as necessary.
- **Ordering:** Ordering products from bread to groceries to produce.
- **Preparing/Managing Prepared Foods:** While the current model is up in the air due to Covid-19, previously we offered made-to-order sandwiches, morning muffins, coffee and espresso. We had a kitchen that needed scheduling.

- Being Cheerful No Matter: Juggling chaos positively; dealing with entrepreneurial circumstances that often change with calm and grace.
- Being a Role Model: “Shoveling the walkway,” sweeping and mopping the floor—being able to do chores around the property in general and not necessarily delegating them.
- Managing in Alignment with Woodstock Farmers Market's Mission, Vision and Values: being able and willing to travel to WFM in Woodstock to attend classes or work a shift.
- Being a WFM Leader: Being humble; a great teacher, mentor and motivator.
- Being a Numbers Person: responsible for the financial success of an organization. Being able to read a P&L and operate under an open-book style operation where our managers and supervisors are comfortable with sharing numbers and understanding them.
- Operating under the premise that the buck stops with the GM and that if the alarm trips at 3 AM that it's the responsibility of the GM to deal with it.

Our Specific Needs:

- **Empathy and Humility:** Demonstrate ability to listen and react proactively and positively with grace.
- **Collaboration:** Must demonstrate the ability to go with ideas of others; must be able to enjoy listening and engaging with others in order to make final decisions; must get that team trumps self.
- **Experience with High Volume Retailing:** Handling many projects at one time while demonstrating a calm demeanor for guests is a must; WFM is an extremely busy place and any candidate must love the high-volume buzz.
- **Experience with High Volume Food Preparation:** Candidate does not have to be an accomplished chef but must be able to willingly make some food and be familiar with a working commercial kitchen.
- **Love of service:** Must love actively looking for ways to help people get what they want while enjoying it.
- **Physical Stamina:** This job can require one to be on your feet for more than 8 hours a day as well as the need to lift up to 50 lbs.
- **Financial Understanding:** Must get the mathematics and semantics of retail pricing and invoice reading. Must know how to read a P & L and Balance Sheet.
- **Great Computer Skills:** Can't fear the computer and must have good knowledge of Excel and Word. Will learn ECRS software for register and inventory.
- **Great time management:** Must possess good management of time and getting work done on time. We often work at a fast pace at WFM.
- **Outstanding Day-Weekly Planning:** Must prioritize projects and keep them moving forward while communicating this to a team of people.
- **Good Scheduler of People:** Must understand how to be an effective scheduler of staff.
- **Good Judgment and Eye for Quality:** Identifying quality by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events. Big words—In sync with WFM sourcing standards and quality.
- **Outstanding Sanitation Skills:** Keeping the standard high when it comes to food handling and understanding the risk of cross contamination.
- **Outstanding Leadership Skills:** Being a proven leader. Being positive in mind and spirit. Must be a good listener and team player; able to work well with others as a team member. Must follow WFM Servant Leadership guidelines, must possess humility, must teach, mentor, understand and use mindful and positive conflict resolution. Must be able to motivate and help create a positive work environment for subordinates. Must be able to help create and set the standard for outstanding WFM work habits.

Must be able to listen and lead by compassion. Must have lots of humility. Models our no drama policy of personal responsibility and going the extra mile for guests and staff.

- **Outstanding Communication Skills:** Must be able to listen and give positive and constructive criticism as well as positive reinforcement. Must be able to be clear in direction and be able to communicate effectively with other leaders and managers. Must encourage contribution from others and be able to communicate and have "difficult conversations" with leaders and staff. Must be able to clearly articulate thoughts and desires without passive aggressiveness.

Time Commitment: This is a full-time job. We estimate about 45+ hours/week. At least one weekend day is required each week. Holidays, especially the 4th quarter and summer, are our busiest times and require planning and commitment versus automatic time off. Being flexible with work time is a must: being able to work evenings every so often, to assist in closing, or working early mornings to help open is a must.

Education: This job requires a minimum of 4 to 5 years in a retail food work environment. High School or GED equivalent required. A college degree a plus.

Compensation: \$50-60K +/- salary, depending on qualifications and experience. Simple IRA, Health Insurance and short-term disability after vesting periods; 30% staff discount, gym membership contribution; shoe benefit. We would look at instituting a gain share program in fiscal 2020/2021 or incentive bonus.

Covid-19: Due to the nature of the Covid-19 pandemic, we are adhering to all state guidelines. See our website for all Covid-19 safety precautions.