



“Strengthen local economies, promote health, and build communities”

## GENERAL MANAGER

### **ABOUT THE OSHKOSH FOOD CO-OP**

The mission of the Oshkosh Food Co-op is to provide a thriving, member-owned, full-service grocery store in the heart of the city. The Oshkosh Food Co-op is a community of member-owners in the Oshkosh, Wisconsin area who are working together to open a grocery store that will bring fresh, whole, sustainable (and lots of local!) food to the heart of the city. More than that, the Co-op will be a hub for community and food-centric access and education.

### **WHY OSHKOSH**

Located in northeastern Wisconsin, Oshkosh (population 68,000) has something for everyone as a nationally recognized, extraordinary place to live, work and play! Affordable living, strong industry, endless recreation and entertainment, a university, the NBA G-League Wisconsin Herd, the Experimental Aircraft Association, ease of transportation with Interstate 41, and endless beauty along the western shores of Lake Winnebago and down the winding Fox River, all make Oshkosh a wonderful place to call home.

### **ABOUT THE POSITION**

The General Manager is responsible for leading the Oshkosh Food Co-op (OFC) through initial start-up and ongoing management of the store's operations. Reporting to the Oshkosh Food Co-op Board of Directors, the General Manager is expected to achieve strategic goals for the Co-op, developed in partnership with the Board, while adhering to the OFC bylaws, policies, and procedures. Among other things, the GM will build new collaborations with food producers, vendors and agricultural groups in the region, oversee an effort to build and develop a strong customer-focused staff, maintain and develop community relationships based on diversity and inclusivity and ensure a profitable, growing business.

### **DUTIES AND RESPONSIBILITIES**

- **Leadership & Management**
  - Develop a shared vision for the Co-op, in partnership with the Board, and in line with the cooperative principles
  - Clearly communicate and demonstrate the shared vision to staff, owners, and the local community
  - Ensure alignment of the Co-op's operations and shared vision
  - Develop, maintain, and annually update a multi-year strategic plan for Board review and approval
- **Operations**
  - Manage and oversee all store operations with a projected \$3M+ in sales annually
  - Ensure a product mix that is mission-aligned and meets customer demands and profitability, and manage inventories cross-departmentally as securely as possible to mitigate losses
  - Maintain appropriate relations with wholesale distributors, local markets, local producers and other industry sources
  - Oversee safety, security and maintenance of building and equipment to ensure a clean, attractive store in optimal working order
  - Ensure compliance with all applicable laws, licenses, permits, health regulations, employment, etc.
  - Maintain knowledge and understanding of retail and industry trends and correlate with local/regional demands
  - Develop, maintain, update, and improve systems as needed to adhere to industry best practices and Board policies
- **Finance**
  - Develop and direct all financial operations of the cooperative (including cash, credit card and inventory security); provide regular financial information and analysis to the Board to support achievement of co-op objectives
  - Plan and execute a margin strategy to be price competitive, meet customer needs and maintain adequate profit
  - Prepare and provide capital, operating and cash flow budgets and other financial performance updates to the Board for review or approval as scheduled; report planned and current strategies to improve financial performance or mitigate deviations as necessary; provide miscellaneous financial information requests in a timely manner
  - Develop, maintain, update, and improve financial systems and practices that adhere to industry best practices

- **Employee Relations**
  - Build and foster a welcoming culture and positive work environment with diversity and inclusivity at the forefront for staff, member-owners and customers to encourage collaboration and attention to superior customer service
  - Perform various human resource activities, i.e., recruitment and onboarding, staffing and retention, compensation and benefits, performance management, communication, employee training and development
  - Maintain a fair and safe work environment free of harassment, discrimination, and retaliation
  - Maintain, update, and improve processes and practices to adhere to cooperative and related industry best practices and Board policies
- **Marketing**
  - Develop an advertising and marketing strategy to increase public awareness of the cooperative's products and services; execute the advertising and marketing plan within budgetary guidelines
  - Prepare and/or oversee store displays, signage and other promotions to maximize marketing impact
  - Communicate information about the business to members-owners through newsletters, annual reports and other communications as necessary
  - Represent the OFC at regional and national co-op and industry events to build and maintain industry relationships
- **Membership and Outreach**
  - Implement and maintain an effective program for member-owner recruitment and retention, and to gauge shopping preferences
  - Maintain OFC's reputation as a cornerstone of the community through local partnerships, donations and other outreach activities, and by representing OFC at community and industry functions
  - Ensure comment and responsive feedback mechanisms for members-owners and customers
  - Prepare and present annual report at the members-owners annual meeting
- **Board—GM Relationship**
  - Communicate regularly with the Board President and the Board of Directors; inform of any significant operational, management, financial or human resource issues, or when adherence to policies has not been or will not be achieved
  - Attend monthly Board meetings as a non-voting member
  - Prepare reports and supply documentation for the Board as appropriate, as requested, or as determined by the Board calendar
  - Participate in the discussions on revising and developing Board policies

The General Manager role is based in Oshkosh, Wisconsin, and is a full-time position with a comprehensive benefits and relocation package. Compensation is commensurate with experience.

## WHAT WE VALUE

- Culturally competency, with an exhibited passion for local food, food accessibility, healthy eating, education, community building, and a cooperative, community-based approach to doing business
- Strong relationship building skills; courageous, with demonstrated accountability attributes
- Financial management and reporting; systems development and monitoring proficiency
- Successful visioning, business planning, problem solving, and managing change abilities

## QUALIFICATIONS

- Required: 5+ years of successful retail grocery experience in an operational leadership role; cooperative experience preferred
- Three or more years managing people, with experience managing managers preferred
- Bachelor's degree or related experience in business, finance, marketing, communication, public relations or related field
- Proven ability to develop and implement monthly, quarterly and annual budgets to adhere to cost and margin requirements
- Service mindset with relevant community leadership experience required
- Computer literacy (spreadsheets, email, word processing, and other forms of software)
- Embodiment of the cooperative mission and values
- Successful background check

*Disclaimer: The above information on this description has been designed to include the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.*

**Oshkosh Food Co-op is an Equal Opportunity Employer**