



**Job Description**  
**General Manager**  
**Morrisville Food Co-op**  
[www.morrisvillecoop.com](http://www.morrisvillecoop.com)

**Purpose:** The general manager is hired and supervised by the Co-op's Board of Directors.

**General Responsibility:** To oversee all aspects of day-to-day Co-op operations, meet the organizational goals established by the Board of Directors and ensure compliance with all applicable laws and regulations. The General Manager is empowered to make decisions, create programs and procedures, and authorize engagements that are consistent with a reasonable interpretation of established Board policies and alignment with the mission of the Co-op. The General Manager has the authority to hire and direct all staff.

**Specific Responsibilities:**

**Board Relations**

- Work with Board officers to prepare for effective meetings
- Present clear reports and proposals in a timely fashion to the Board when needed
- Follow up on action items in an effective fashion when requested
- Follow established lines of communication when reporting to the Board
- Work with the Board to effectively define MoCo's vision, mission and priorities for the community

**Customer Service and Satisfaction**

- Design, develop and maintain a store that is well-merchandised and customer-friendly
- Evaluate and identify customer service needs
- Develop necessary employee training to ensure the Co-op provides outstanding customer service to its members, customers, and vendors
- Provide methods for staff, members, customers, and vendors to offer feedback on the Co-op experience and report key indicators from these methods to the Board and necessary Committee Chairs on a regular basis

### **Financial Functions**

- Work collaboratively with Treasurer and Finance Committee to adhere to approved Financial Policies
- Present annual budget to Board for approval and meet budgetary obligations
- Monitor budget performance regularly and prepare reports as agreed to by the Board
- Maintain accurate and timely financial documentation
- Ensure that the Co-op's assets are adequately safeguarded from loss
- Collaborate with the Board to plan for the Co-op's financial future, including use of member equity, financing needs, and future profitability

### **Marketing and Member Engagement**

- Develop an advertising and marketing strategy to increase member and public awareness of MoCo products and activities and increase growth in revenues and memberships
- Execute the advertising and marketing strategy within budgetary guidelines
- Effectively communicate information about MoCo to members, customers and the local market through various print and digital mediums
- Establish systems and procedures that ensure Co-op members remain informed about the Coop's status, needs, and activities
- Regularly assess the Co-op's competition to inform marketing strategies
- Monitor key membership indicators and support strategies for new member recruitment

### **Operations**

- Establish practices and procedures for daily operations that will ensure a stable, profitable, and growing business and is consistent with the Co-op's Mission and Vision
- Efficiently and effectively organize the Co-op's operations to ensure profitability
- Ensure a product selection that meets member and customer needs while supporting the Mission and Vision of the Co-op
- Identify and address operational needs in a manner that promotes safety and productivity for all staff and customers
- Plan for the Co-op's ongoing operational needs, including technology, facilities, and equipment

### **Human Resources**

- Create and regularly update job descriptions for all staff positions, as appropriate, annually at minimum
- Create and hire staff positions as needed and follow Equal Opportunity Employment standards throughout the hiring process

- Ensure adequate position and safety training for all staff
- Evaluate all staff members and provide feedback, including personnel key indicators and plans for improvement, on a regular basis, annually at minimum
- Ensure that all staff are trained in and follow all organizational safety procedures and guidelines

### **Planning and Leadership**

- Serve as the primary communicator of MoCo vision, mission, and actions to the community
- Work with the Board to plan for the growth of the Co-op
- Provide strong leadership for the Co-op through successful communications, business relationships, and public relations
- Support Co-op committees as appropriate

### **Other**

- Other duties not specifically listed will be required to satisfy the requirements of this position