

## Position Description

<b>Position Title</b>	Farm Shop Lead - Mangaroa Farms
<b>Position Details</b>	Full-time   Mangaroa Farms, Whitemans Valley   approx 3 direct report + temporary staffing as required, evolving over time as required
<b>Reports/Accountable to</b>	CEO, Mangaroa Farms (this may change during the course of your employment as advised to you by Mangaroa Farms).
<b>Last Updated</b>	March 2024

## About Mangaroa Farms

Mangaroa Farms is a resilient community food hub and education centre with 2000-acres of living laboratory for transitioning dairy and pine into regenerative agriculture and native forests.

Mangaroa Farms is a growing centre with the aim to build an integrated, end to end stack of offerings to our community while delivering on our farming strategy. Our strategy is to advance the farming space through a regenerative agricultural approach, starting with soil, water and an open mind.

We seek to offer a living system paradigm demonstrated through a community of life. We strive to relocalise, re-engage, and re-emphasise ecological education through an integrated storytelling experience for our customers and the community.

We are an exciting and growing small team and we are doing things a bit differently. Our dedicated team offer bespoke and integrated experiences to everyone who joins us on the farm, connecting them to the purpose, place and people of Mangaroa Farms.

## What we stand for- Our Values



## Purpose and objective of Farm Shop Lead position

The Farm Shop / Kete Kai plays a pivotal role for Mangaroa Farms, as an expanding growth area for Mangaroa Farms. Reporting to the CEO, the Farm Shop Lead is a key leadership position responsible for the leadership, growth, and day-to-day management and operations of the Mangaroa Farm Shop / Kete Kai. This is a hands-on role, working in the Farm Shop / Kete Kai while also providing leadership to promote an engaged team selling a variety of fresh produce to create quality localised food production.

Applying an entrepreneurial mindset around these evolving and growing areas of the business, this role is diverse and includes leading the end-to-end retail operations. This includes all areas of the shop including inventory management, customer management, pricing, promotion, regulations and compliance oversight including food safety, health and safety, and people management of a small team such as shift management, timesheet approvals, and recruitment. An important aspect will also be the further establishment of key processes and procedures.

The Farm Shop Lead will support the farm overall to deliver an exceptional integrated educational experience to visitors, through all customer touch points.

This is an exciting time to be a part of a story that connects to our purpose, place and people.

General duties include, but are not limited to the following:

Principal accountabilities and priorities	
Accountability/priorities	Connected activities
<p><b>Leadership</b> Assist with setting the 'tone', lead and contribute to the ongoing development and implementation of the Farm Shop / Kete Kai strategy</p>	<ul style="list-style-type: none"> <li>• Provide leadership across all aspects of the Mangaroa Farm Shop / Kete Kai.</li> <li>• Establish, maintain and role model desired and aspirational leadership attributes, culture and Values through leading the Farm Shop team and as a leader at Mangaroa Farms.</li> <li>• Be part of our developing company culture that is aligned to our purpose, values, and the objectives of Mangaroa Farms, living into and demonstrating our Values.</li> <li>• Instill a mindset of 'best practice' across the team, empowering them to challenge the status quo, drive and own continuous improvement initiatives.</li> <li>• Develop and maintain key community and vendor relationships, representing Mangaroa Farms in the best possible way both internally and externally.</li> <li>• Drive passionate focus on delightful customer experiences and long-term relationships.</li> </ul>
<p><b>Business Acumen and Mindset</b> Drive product growth, selection and market testing</p>	<ul style="list-style-type: none"> <li>• Grow the Mangaroa Farm Shop throughout the community, providing innovation and solutions around retail offerings.</li> <li>• Work in collaboration with our Creative Team to drive community engagement, market penetration and sales growth.</li> <li>• Develop, lead and optimise key products, including product mix strategies and considering what to sell and product rationale.</li> <li>• Identify growth opportunities for the Kete Kai and new partnership opportunities for sales, where applicable.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop and implement rapid product testing protocols.</li> <li>• Ensure operational activities of the shop are aligned to the overall strategic objectives, working alongside the Creative Team to deliver an integrated storytelling experience to all customers through point of sale.</li> <li>• Responsible for the further establishment of key processes and procedures.</li> <li>• Regularly communicate and provide sales updates to the CEO, seeking counsel and advice where needed.</li> </ul>
<p><b>Management</b> Leading the day-to-day Farm Shop operations to ensure optimal effectiveness of people</p>	<ul style="list-style-type: none"> <li>• Oversee daily Farm Shop operations and hands on retail interfacing.</li> <li>• Lead a high performing team, focussing on staff development and career growth opportunities as well as staff roster and associated timesheets.</li> <li>• Provide a work environment that connects to our purpose, place and people, with a strong culture to attract, motivate and retain our talent.</li> <li>• Keep an ear to the ground and collect on-the-ground feedback from the team, utilising this to create a culture of engagement, empowerment, and continuous improvement.</li> <li>• Recruitment and selection responsibilities including interviews, and plugging into the local network, working alongside the wider leadership team for final selections as needed and to reflect our evolving business.</li> <li>• Oversee the management of human resources for the Farm Shop team, ensuring policies and procedures are in place and followed.</li> <li>• Provide training and education to all Farm Shop team members about food safety and shop operations.</li> </ul>
<p><b>Products and offerings</b> Leading the day-to-day operations to ensure optimal effectiveness of our products and offerings</p>	<ul style="list-style-type: none"> <li>• Bring a strong business mindset, analysing individual product performance and driving financial performance of the Farm Shop, meeting agreed targets and reconciling sales.</li> <li>• Provide end to end inventory management and sales channel management.</li> <li>• Responsible for market testing, purchasing stock, website sales, inventory tracking, partnership development etc.</li> <li>• Responsible for pricing and promotions across the product life cycle - market research, sales analysis including volumes and gross margins.</li> <li>• Consider opportunities for growth and identification of trends and issues with product mix and offerings</li> <li>• Improve process efficiency by looking for opportunities to increase efficiency through a systems thinking approach.</li> <li>• Apply an integrated storytelling experience to all customer interactions, including how we promote and sell our products through to the on site experience, to enhance the overall engagement with our offering.</li> <li>• Collaborate with the Market Garden Manager and Farm Manager on growing and livestock plans, so that sales targets and seasonal offerings are well positioned and planned in advance.</li> </ul>
<p><b>Regulations</b> Keeping compliance obligations our top priority.</p>	<ul style="list-style-type: none"> <li>• Responsible for meeting regulation standards and compliance around the Farm Shop / Kete Kai, including food safety, hours of operation etc.</li> <li>• Quality and standards monitoring. This may include reviewing responses to product/ food enquiries to monitor for issues, course</li> </ul>

	correct as required.
<b>Health and Safety</b> Keeping the health, safety and wellbeing of our people and customers our top priority	<ul style="list-style-type: none"> <li>• Ensure, so far as reasonably practicable, that Mangaroa Farms complies with its health and safety obligations which includes upholding the wellbeing of our people.</li> <li>• Identify and report on Health &amp; Safety hazards and take corrective action if necessary.</li> <li>• Comply with personal obligations under the Health and Safety at Work Act 2015 (HSWA).</li> </ul>
<b>Evaluation</b> Ensuring strong performance and fit for purpose evaluation	<ul style="list-style-type: none"> <li>• Achievement of work in an efficient and effective way, meeting goals set for the year.</li> <li>• Demonstrable “team” approach, considering and contributing to the success of the wider Mangaroa team.</li> </ul>

## Key relationships

### Internal

This role will integrate and work with the entire Mangaroa team, as part of a small and evolving team. Key internal relationships include:

- CEO
- Board members
- Mangaroa Creative Team
- Market Garden Operations Manager
- Farm Manager
- All Manganora people as part of our integrated storytelling experience.

### External

- Broader Mangaroa community
- General suppliers to Mangaroa Farms.
- Restaurants and Local food banks

## Our capabilities/attributes required

At Mangaroa Farms we hold the following capabilities skill sets and desired behaviours as important across all of our roles, to support our delivery to the community:

- Regenerative, sustainable, and ecological acumen
- Experiential focus through integrated storytelling
- Connection to purpose, place and people
- Communication skills
- Excellent analytical thinker
- Initiative
- Agility and flexibility
- Adaptable
- Reliable
- Relationship building, including partner relationship management
- Grit and stick
- Hospitality and customer service
- Organisational skills
- Project Management skills
- Ecosystem management - whole system thinking
- Lifelong learning with a curious mind.

## **Additional key capabilities/attributes required for role**

- Experience in managing an organic retail offering would be advantageous
- Proven sales skills with an entrepreneurial mindset.
- Strong people management and leadership skills with ability to shape a customer-focused, cohesive team
- Demonstration of resilience and agility is a must.
- Strong attention to detail and a can-do attitude.
- High level of common sense with a pro-active, positive and fun approach.
- Great organisational, administrative and time management skills.
- Proven ability to introduce new initiatives and innovate whilst maintaining core people and business sustainability. Open-minded, flexible and able to prioritise
- High level of numerical and data analysis skills.

## **Experience and qualifications**

- 5+ years in horticultural retail sales or related retail sales with relevant industry experience.
- Proven people management experience in a retail setting, including shift management.
- Entrepreneurial mindset is a must.
- Degree not required but experience in a growing sales environment a must, with food sales in the horticulture or agriculture industries preferred. Experience in managing an organic retail offering would be advantageous
- Recognised qualification in Horticulture/Sales/Operations or similar field an asset.
- Proven experience in working in and ideally also managing a retail environment.
- Proven experience in sales, including inventory management, pricing and promotion experience.
- Proven experience leading food safety practices.
- Proven experience and competence in financial management of a retail operation.
- Demonstrated ability to lead a growing team in a new market.
- Passion for regenerative agriculture
- Teaching experience not required but desired in order to support the teaching of systems to staff and larger community
- Demonstrated interpersonal skills with the ability to develop, build and leverage collaborative working relationships.
- Health & Safety knowledge.