



PRODUCE MANAGER JOB DESCRIPTION

PURPOSE: To select, purchase, price, display, and promote fresh produce and to supervise department staff to meet objectives for sales, margin, inventory turns, labor and customer service.

STATUS: Reports to General Manager

Full Time; 36+ hours a week

RESPONSIBILITIES:

1) PURCHASING

- a) Negotiate with suppliers for favorable prices, terms, quality, and delivery.
- b) Purchase produce following product selection guidelines & marketing plan, (e.g., priority for local, organic,)
- c) Evaluate suppliers and investigate new sources of supply.
- d) Purchase for special deals and promotions. Ensure adequate and timely supply of promoted products.
- e) Ensure accurate, up-to-date prices of produce products in POS system and shelf tags.
- f) Receive orders, or ensure proper receiving by other staff in accordance with established procedures.
- g) Coordinate with Receivers in handling returns and obtaining credit from suppliers for produce items.
- h) Coordinate inventory counts for produce department.

2) MERCHANDISING

- a) Attend marketing meetings with other department managers and buyers to plan promotions and storewide merchandising.
- b) Plan attractive produce displays, using color and texture to enhance; give impression of abundance and quality, while maintaining proper storage conditions.
- c) Trim, wash, bundle produce as needed.
- d) Ensure displays are replenished, rotated, culled several times daily.
- e) Price produce to achieve margin and sales goals, while maintaining a competitive image. Mark down items as needed to reduce losses.
- f) Offer tastes, samples, suggestions for purchase and ways to prepare products.

- g) Ensure building and maintaining of in-store displays, according to established standards for appearance, variety and ease of shopping and stocking.
- h) Set preparation & stocking priorities for department staff to ensure tables/coolers are fully stocked and rotated for freshness. Stock items as needed.
- i) Ensure accurate, up-to-date uniform department signs.
- j) Provide product information to customers and staff and newsletter.
- k) Visit other stores for price comparisons, product and merchandising ideas.
- l) Attend trainings and co-op conferences as assigned.

3) CUSTOMER SERVICE

- a) Assist customers with produce questions in prompt friendly courteous manner.
- b) Assist customers with special orders, and oversee special orders system in Produce to ensure that customers receive their orders.
- c) Pass on relevant literature for co-op staff to read about produce products.
- d) Ensure co-op staff are aware of changes in policies and procedures affecting customers.
- e) Respond to produce department customer suggestions, comments, & complaints in a reasonable manner.

4) DEPARTMENT MAINTENANCE

- a) Coordinate storage of items to be returned to suppliers. See that unsellable items are properly disposed of. Keep accurate shrinkage records.
- b) Ensure that produce department shelves, displays, aisles, prep & storage areas in clean, orderly condition, meeting health department & ADA standards.
- c) Remove trash promptly, sweep and mop retail area floors frequently.
- d) Mark down items as needed to reduce losses.
- e) Participate in inventory counts.
- f) Use equipment safely. Ensure maintenance of department equipment in working order. Monitor cooler temperatures. Notify General Manager of equipment problems or needs.

5) SUPERVISION--for department buyers, stockers/receivers

- a) Hire qualified applicants following established policy.
- b) Ensure on-the-job training.
- c) Conduct performance evaluations.
- d) Recommend pay increases within department budget.
- e) Take disciplinary action as needed following established policy.
- f) Schedule hours for department within budget, and review time cards.
- g) Organize department meetings.
- h) Ensure department staff is informed of storewide meetings and policy changes.
- i) Provide training, supervision, and support of department Hands-On-Owners

6) OTHER RESPONSIBILITIES

- a) Participate in setting sales and margin goals for produce departments.

- b) Review financial reports of department performance and take corrective action as needed.
- c) Attend Management Team meetings and storewide meetings.
- d) Perform other tasks assigned by General Manager.
- e) Perform Manager on Duty shifts as assigned.
- f) Assist customers in all departments, in prompt friendly courteous manner, referring them to other staff when necessary.
- g) Answer & route phone calls.

QUALIFICATIONS

- a) At least one year of experience in retail produce
- b) Knowledge of organic and commercial growing practices, and organic certification regulations.
- c) Knowledge of current trends in natural foods industry.
- d) Supervisory experience: hiring, training, evaluating, and giving directions.
- e) Ability to read financial statements; firm grasp of margin and pricing.
- f) Organized, consistently follows through on commitments.
- g) Demonstrated ability to handle multiple demands.
- h) Communications skills--clear directions, good listener.
- i) Experience serving the public.
- j) Ability to project friendly, outgoing personality.
- k) Manual dexterity with hazardous equipment.
- l) Ability to lift 60+ pounds.
- m) Ability to stand for long periods.
- n) Regular, predictable attendance.
- o) Willingness and ability to learn and grow to meet the changing requirements of the job.

