



Farmstand Manager Job Description

Green Meadows Farm in South Hamilton, MA raises certified organic vegetables and small fruit and non-certified laying hens, pigs, and sheep on our diversified farm on the North Shore of Massachusetts. Our farm supplies food for a 400-member CSA, a retail farm stand, and a few wholesale accounts. The Green Meadows Farmstand is the major outlet to sell our own vegetables, meat, and homemade prepared foods. In addition, it is a retail store of local, organic and hard-to-find produce, perishables and grocery items. Being the face of the farm, the proper running of the Farmstand is key in maintaining our relations with the public and coordinating many of the events that we hold on the farm every year. The Farmstand Manager reports directly to the Farm Manager and collaborates with the Grower, Education Director, Event Manager, and Chef in our weekly meetings.

Job Description

- First and foremost, the Farmstand Manager is the representative of the farm store and should be bright, cheerful and excel in customer service and salesmanship.
- Responsible for hiring, training and managing all Farmstand labor. The manager should instruct the store attendants in what the farm has to offer and instill in them excellent customer service skills. Every Farmstander is a sales person.
- Communicates with the Prep Foods Chef about the quality, quantity and types of prepared foods that sell well in the store.
- Oversees the ordering, procuring, and maintaining of inventory for the store and communicates with the Chef regarding what they need to order for product.
- Understands what is selling and what is not through analyzing and interpreting sales reports. Responsible for bringing in new items to increase profits and cutting items that do not sell.
- Communicates with the Farm Manager and Grower in regards to what will be available for sale. The Farmstand Manager will also be responsible to keep the produce up to the standards the Farm Manager dictates.
- Markets the items available in the Farmstand by creating signage and posting on Facebook, Twitter and our signage outside the store.
- Updates the POS system and understands its inner workings to maintain proper records of sales. This also includes understanding what we should be charging for our products.
- Maintains the cleanliness and organization of the Farmstand, including the immediate environs around the store.

Requirements

- At least 2 years of retail experience as a sales person and 1 year of experience in management.

- Prior experience with the Microsoft suite and a POS system is required.
- Flexibility in your schedule with the ability to work at least one weekend day per week.
- Prior experience with a CSA and the wide variety of vegetables we grow is necessary. Should be a big supporter of sustainable, integrated and organic growing practices for both meats and vegetables.
- Knowledge and love of cooking is a big bonus.
- Must enjoy a fast-paced environment when we are busy and have the ability to create projects and tasks for those times we are slow.
- Able to repeatedly lift 50 lbs throughout the day and work on your feet.

Hours and Compensation

The Farmstand opens in March for the last two weekends, and then it opens 6 days a week beginning on April 1st. This position begins in early- to mid-March to clean and stock up the store and continues as a full-time, 35-40hrs/wk, position until the close of the store on December 23rd. There is some flexibility with the schedule depending on the staff schedule, but the Farmstand Manager is ultimately responsible to ensure that the store is manned during all open hours. There is the possibility of hiring an Assistant Farmstand Manager to help fill necessary hours. Compensation is hourly and commensurate with experience.

Please email the Farm Manager, Heidi Thunberg, at admin@gmfarm.com with a cover letter if interested.