



Homeless Garden Project Social Enterprise and Retail Manager Job Announcement

Position: Homeless Garden Project Social Enterprise and Retail Manager

Hours: 40 hours/week, occasional weekends, holidays and evenings

Salary: \$26-27/hour, equivalent to \$54,080-56,160 annually

Benefits: Health benefits, 401k plan, 16 days vacation, 6 days sick leave, 9 days paid holiday

Reports to: Director of Operations

Applications: Email resume, cover letter and contact information for three references to Brian Sweeney, Director of Operations, brians@homelessgardenproject.org or mail to P.O. Box 617, Santa Cruz, CA 95061. Resumes will be accepted until the position is filled.

Value-added Social Enterprise

The Value-added Enterprise employs and trains individuals experiencing homelessness in an enterprise that “adds value” to raw materials grown at our 3.5-acre organic farm.

Trainees learn organic farming techniques at the Homeless Garden Project Farm; and learn floral design, production, and retail sales skills at the value-added enterprise.

Trainees are encouraged through regular check-ins with staff to work towards personal goals that increase their long-term personal and economic stability and employability.

Our products are sold through our year-round retail store, online and through wholesale accounts.

Position Description

Under the general supervision of the Director of Operations, the Value-added Enterprise Manager oversees all aspects of the enterprise and program, including production, business planning and development, marketing and job training.

Responsibilities:

Production

- Oversee all aspects of production from setting production goals to delivery of quality products
- Collaborate with and provide support and supervision for the Value Added Enterprise Associate staff
- Maintain accounts, price products and track inventory

Marketing and Sales

- Develop and implement marketing and promotional strategies
- Seek ways to expand the product line and enter new markets
- Fill orders for products—internet, wholesale and retail
- Manage retail operations including staffing

Business Planning and Development

- Oversee the business planning and development of the Value-Added Enterprise to ensure financial sustainability while supporting the mission of the Homeless Garden Project to provide job training and transitional employment.
- Analyze product mix to determine which products are most cost-effective and to plan for new products/product lines
- Develop sales and marketing plans to meet sales goals for all channels
- Determine which products are most effective to sell online

Job Training

- Oversee training and production of value-added products
- Work with other program staff to develop and implement training lectures and hands-on training
- Serve as a positive role model

Supervision

- Supervise Retail Staff and Value Added Enterprise Associate, to include annual performance review and goals, weekly work assignments and regular check-ins.

Other duties as assigned; a more detailed job description will be provided to applicants who will be interviewed

Qualifications

Required:

- An academic degree or equivalent life experience in one or more of the following areas: fine arts, horticulture or organic gardening; business management or entrepreneurship
- Ability to work successfully as part of a team
- A proven leader who inspires others to do their best, meets deadlines, and manages complex responsibilities without losing her sense of humor
- Demonstrated experience in effectively delegating work
- Ability to work independently
- Experience managing or helping manage a small business

Desired:

- Experience supervising persons coping with difficult life issues and challenges
- Ability to manage and juggle priorities of production, supervision and store operation
- Work with a wide variety of people: trainees, volunteers, customers, business owners, funders, advisors

