



The Wisconsin Food Hub Cooperative (WFHC) is a farmer-led cooperative owned by the producers and the Wisconsin Farmers Union. WFHC is dedicated to securing the most profitable markets for our producer-members. WFHC makes it easy for the retail and foodservice sectors to buy locally. The Cooperative is currently primarily focused on fresh produce. WFHC operates a refrigerated aggregation warehouse just outside of Waupaca, WI. In 2017, WFHC created its own transport company to haul refrigerated products for members, as well as non-member customers within the Midwest.

## **Wisconsin Food Hub Cooperative & WFHC Transport LLC Job Description**

**Job Title:** General Manager

**Job Classification:** Exempt

**Date Last Updated:** 2/25/2021

**Work Location:** Waupaca, WI

### **WFHC & WFHC Transport General Manager**

Our General Manager must have an understanding of finance and accounting, operations, sales, marketing, human resources, and developing business strategy. Fresh produce experience preferred.

#### **Job Duties include:**

- Overseeing daily operations of the produce sales & transport business
- Ensure the creation and implementation of a strategy designed to grow the business.
- Coordinate the development of key performance goals for functions and direct reports
- Provide direct management of all WFHC & WFHC Transport LLC staff.
- Ensure the development of tactical programs to pursue targeted goals and objectives.
- Maintain direct contact with our vendors, primarily farmers, as well as our produce customers.
- Engage in key or targeted customer activities.
- Oversee key hiring.
- Evaluate and decide upon key investments in equipment, infrastructure, and talent.
- Communicate strategy and results to the WFHC staff.
- Oversee management of all infrastructure and equipment.
- Report key results to our team weekly and board monthly.

## **Minimum Knowledge, Skills, and Abilities:**

- Agribusiness or bachelors business degree preferred.
- Three years of experience within the transportation or produce industry preferred.
- Commercial sales experience preferred.
- Experience making decisions that impact the organization's operations, revenue and reputation.
- Strong written and verbal communication skills; ability to adjust communication style appropriately to meet the needs of the customer.
- Excellent organizational and time management skills; ability to plan and coordinately work independently balancing multiple work demands in a fast-paced environment.
- Demonstrated computer and software skills; proficiency with Google Suite, CRM and retailer databases.
- Quickbooks experience required or the ability to take certification courses immediately upon hiring.
- Ability to be trained and certified to run an electric forklift.

**Physical Requirements:** Primarily sedentary work, exerting up to 50lbs of force a negligible amount while performing work in the warehouse.

**Physical Demands:** Primary working position-sitting in the office with a seasonal rotation of physical labor responsibilities in the warehouse, assisting with loading docks and running electric pallet jacks.

**Work/Environment:** Moderate noise level consistent with an office environment. Travel within Wisconsin and other states as required for business meetings, education events, etc.

**Personal/Physiological:** Interaction with people, working around people, delegating work and holding oneself and others accountable for meeting deadlines and finishing work, planning of activities, making judgments on a regular basis, frequent changes in duties and volume of work, intra-organizational and client communication.

**If interested, please send your cover letter and resume to [lee@wifoodhub.com](mailto:lee@wifoodhub.com).**