



Farm Shop Manager

An exciting opportunity to develop and grow the farm shop enterprise at Comrie Croft.

We have a vision for symbiotic, enterprise-driven, eco rural regeneration. A bit of a mouthful, but inspiring when you get your head around it! Our activities focus on rural eco-tourism and land use including weddings, simple accommodation, camping, mountain biking, and a seasonal café franchise. We are closely associated with Tomnah'a Market Garden (est. 2016) who grow an increasingly wide range of healthy fruit, veg and flowers for local customers. Comrie Croft is co-owned by our team, their families and other local people (50 in total). We pride ourselves on providing a friendly, relaxed, green destination for enjoying nature and the great outdoors.

During 2016 we established a compact destination farm shop called the '100 Mile Store'. Currently this sells local produce and food products, mostly from the Tomnah'a Market Garden, together with gifts and a selection of camping equipment. The shop's unique selling point is that all food and drink products are as locally produced as possible and from a maximum of 100 miles. We wish to drive it forward by attracting customers with the best locally grown fruit and vegetables at a reasonable price and then adding sales value to their basket.

Your mission is to take the 100 Mile Store to the next level.

Essential attributes:

- Retail management experience (incl. establishing efficient systems)
- Purpose motivated, commercially aware and entrepreneurial
- Excellent visual presentation/merchandising
- Brand identity, marketing and social media skills
- Love to assist the public, friendly and empathetic
- Outstanding written/verbal communication
- Ability to multi-task, think creatively and problem-solve
- Desire to take responsibility and work as part of a small team

Useful attributes:

- A passion for good local food and/or growing
- Personal alcohol licence holder
- Above average IT skills
- Photography/video creation
- Clean driver's licence
- DIY skills (esp. carpentry)
- Experience using and managing EPOS systems (we have just installed EPOSnow)

What the job involves:

- Developing and managing the recently established 100 Mile Shop at Comrie Croft
- Serving customers
- Achieving ambitious sales targets
- Building great relationships with customers and suppliers
- Stock control, waste minimisation, margin optimisation, restocking
- Sourcing and stimulating locally grown or made products
- Continuing the development of an extremely attractive and effective retail environment
- Developing new sales channels
- Attracting new customers through promotional events, PR and collaboration
- Helping to prepare a 100 Mile Store business plan

As part of the functions within Comrie Croft's office and reception you will also take a turn at:

- Booking enquiries and reservations in-person and by phone, email and social media
- Assisting people with visitor information and trouble-shooting
- Helping to keep the shop and reception clean, tidy and well-presented
- Helping with other parts of the business when necessary

Working days/hours to be agreed but most likely to be a 5 day (35-40 hour) working week, with a working weekend one in every four (min). Flexibility is appreciated.

What are the benefits?

- £20,000 - £23,000 basic annual salary (depending on experience), subject to annual review.
- 28 days paid holiday annually.
- Optional company pension scheme.
- Profit share bonus as per the Comrie Croft Profit Sharing Bonus Policy (10% of net profit divided equally amongst the team).
- Other perks (such as shop discounts).
- Working in a beautiful place with a great team!

Applications

Apply by emailing your CV and covering letter to andrew@comriecroft.com by Sunday 26th March 2017. Your covering letter should detail why you want this job and why you'll be good at it. If you have any questions or would like to chat informally about the job before applying do call us on 01764 670140 and ask for Ciara, Malize or Andrew.