



General Manager Job Description

☒ Exempt ☐ Non-Exempt

Department: Administration

Compensation Grade: Level 7

Reporting Relationship: The General Manager reports to the Board of Directors, which is elected by the members of the cooperative.

Job Summary

The job of the General Manager is to ensure the achievement of organizational goals and objectives as defined in the Mission and Vision statements:

Mission:

We join together for a common purpose: to sell trusted food and goods for the health of our community.

Vision and Ukiah Natural Foods Co-op Culture:

We envision a thriving, healthy community in which we are a vital link in the local food system. The Ukiah Natural Foods Co-op is owned and operated by its member-owners for their personal and collective benefit, and the community as a whole. Our cooperative retail store acts as the buying and distributing agent for our member-owners and customers rather than the selling agent for wholesalers, producers, and financiers. UNF Co-op is proud to maintain guidelines for product selection that are both meaningful and flexible. The Co-op strives to accommodate the diverse diets of our customers, while contributing to environmentally-sound food production through its commitment to organics, local and regional food, goods and services sourcing and healthy lifestyles.

The General Manager provides leadership and overall direction in the administration of all operations to achieve the vision, purposes and goals set out in the Ukiah Natural Foods strategic plan as determined by the Board of Directors.

Authority to Bind the Cooperative

The General Manager is empowered to make all decisions, create all policies, and authorize all engagements on behalf of the co-op and in collaboration with the Board of Directors.

The General Manager shall have the authority to act on behalf of The Homestead Exchange Cooperative INC dba Ukiah Natural Foods, in the ordinary course of business, including but not limited to negotiating, executing, and delivering contracts, agreements, leases, and other legally binding instruments necessary for the ongoing operations of the Cooperative.

Overview of Responsibilities

Financial and Planning (Working with Finance Manager)

- Develop and recommend to the Board of Directors long- and short-range plans to achieve co-op purposes.
- Prepare operating and capital budgets for approval by the Board and be responsible for control of resources. Monitor deviations from budget, take corrective action as needed and report back to the Board of Directors.
- Direct all financial operations of the cooperative.
- Ensure preparation of monthly Board reporting on the financial performance of the business as well as financial analyses of current operations and future plans.
- Attend monthly Board meetings.
- Monitor and modify storewide systems to maximize efficiency and effectiveness.
- NCG designated representative. Attend and participate in NCG meetings, phone conferences, and training.

Operations

- Plan and execute business strategies designed to grow the co-op, meet shopper needs and maintain adequate profit for growth
- Maintain knowledge of natural foods retailing and industry trends.
- Ensure compliance with all applicable laws: business licenses, permits, health regulations, worker's compensation, employment security, OSHA, and employment practices compliance.
- Ensure maintenance and repair of buildings and equipment.

Personnel (Working with Human Resources Manager)

- Practice clear and honest communication skills by being a good listener, giving clear instructions and negotiation fairly.
- Oversee compliance with the personnel policies and update as needed.
- Hire, supervise and evaluate, management staff, including taking disciplinary action as needed
- Develop a staff organizational structure that promotes fair distribution of work while maintaining maximum service to customers
- Ensure a safe, healthy workplace for employees.
- Ensure adequate job descriptions, training and development opportunities, and performance evaluations for all staff members.
- Establish and monitor compensation and benefits for staff to remain competitive in the marketplace.

Marketing (Working with Marketing Manager)

- Develop and execute a marketing strategy to increase sales, ownership, and visibility within the community.
- Communicate information about the business to the members through newsletter, social media and an annual report.
- Oversee store displays, signage, and other promotions to maximize marketing impact
- Promote business and community support through donations and participation in community events and organizations.

Required Qualifications

- Financial Management and Reporting
- Team Building and Leadership
- Change Management
- Business Planning and Project Management
- Retail Grocery Management Experience

- Problem-Solving Ability
- Accountability
- Ease with Transparency
- Courage
- Integrity
- Visioning
- Strategic Thinking
- Innovation

Highly Desired Qualifications

- Experience in a natural foods and/or cooperative grocery environment
- Adaptability
- Entrepreneurialism
- Developing People
- Collaborative Leadership Style
- Self-motivated
- Models Excellent Performance
- Open Mindedness
- Working with a Board of Directors

Essential Physical Tasks:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must be able to sit for prolonged periods of time and extended keyboard use and reading of computer screen. The employee is regularly required to stand, walk, use hands, reach, talk, and hear. The employee may regularly lift and/or move up to 10 pounds with an occasional need to lift and/or move up to 20 pounds. There may be a rare or occasional need to stoop, kneel, crouch, or crawl.

Ukiah Natural Foods Co-op is committed to recruiting and retaining a diverse workforce. People of color, people with disabilities, veterans, women, and members of other historically marginalized or hard-to-employ communities are encouraged to apply.

All applicants will be considered without regards to race, color, national origin, religion, sexual orientation, sex, marital or parental status, disability, gender identity or expression, age, or any other basis prohibited by law.

Adopted by the Board of Directors 7/7/2026

Revised 6/22/26, 7/7/26

Proposal from GMEC 5/14/2025

Adopted by Board of Directors 5/19/2025