



Job Title: General Manager
Start Date: 1 February 2016
Hours: Full-time, 37.5 hours / week
Salary: £28,000 pro rata
Location: [Sutton Community Farm, South London, SM6 0SH](#)

JOB PROFILE

Background

Sutton Community Farm (SCF) is a community-owned 7 acre farm on the edges of South London. Our aim is to increase access to fresh, healthy and sustainably grown food and be a shared space for the community to cultivate skills. Since starting in 2010, we have engaged with a wide variety of organisations and have established a strong reputation in the community food sector. We are known for being innovative, collaborative, transparent and ambitious.

At the core of our enterprise is horticultural production with the majority of our produce going into a Veg Box delivery service. We also deliver team away days and educational outreach work. The farm has a turnover of approximately £215k, employs six staff and works with a large number of volunteers.

Main purpose of the position

The General Manager (GM) is responsible for ensuring SCF trades as a successful social enterprise. This means ensuring that we meet business targets, and our wider economic, social and environmental targets. The GM ensures that the farm team works effectively together and is also responsible for effective engagement and communications with stakeholders.

Scope of job

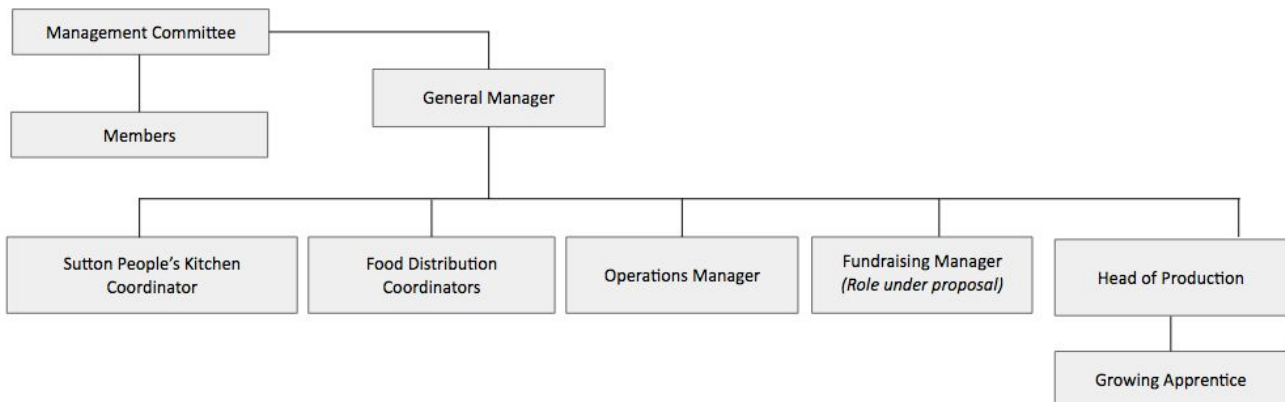
- Enterprise management and development
- Staff management including recruitment, line management and development
- Fundraising: core and project specific
- Delivery of sales and other targets
- Funder, partner and community relationship management
- Reporting to Management Committee and stakeholders

While the role is advertised as full-time, an option to work 4 or 4.5 day weeks is negotiable.

Dimensions and limits of authority

The GM will work closely with all members of the team (see organisational chart), collaborating to ensure workload is spread fairly and appropriately. In particular, the GM will work closely with the Operations Manager to ensure a smooth running of the organisation. While the GM has authority and leads decision making on strategy, budgeting, staffing and operations, they should hold a commitment towards the process of consensus decision making where possible. Any major decisions concerning strategy or structural changes should be referred to the Management Committee for scrutiny and approval.

SCF is a member-based organisation with an elected Management Committee. The Management Committee exists to ensure the farm is running well and is doing what it was set up to do. This includes strategic direction, oversight and compliance. The GM reports quarterly to the Management Committee.



Qualifications and skills level

- Demonstrable commercial experience, preferably 5+ years
- Competent and experienced at managing complex workloads
- Financial and budget management experience
- Demonstrable experience in fundraising
- Negotiation skills
- Confidence to lead and manage enterprise and staff
- Marketing experience
- Deep understanding of and commitment to sustainable agriculture and farm ethos
- Enjoyable personality, approachable, positive and authentic.

Desirable

- Experience of running a social enterprise and/or food growing enterprise
- Familiarity of community ownership models
- High technical competency (spreadsheets, website management, design skills)
- Clean driving license
- Local knowledge

Sutton Community Farm - Objectives

The objectives of Sutton Community Farm are:

1. To increase local food supply, grown sustainably;
2. To create inclusive, shared spaces for the community to cultivate skills;
3. To be community-led;
4. To achieve economic stability, supporting land-based employment.

Please refer to our website for further information including links to our current Business Plan. We will expect applicants to this position to have familiarity with the contents of our Business Plan and Annual Accounts.

Duties and responsibilities

<p style="text-align: center;"><i>Enterprise management and development</i></p> <p>Strategy:</p> <ul style="list-style-type: none"> ● Steer the future direction of the farm in partnership with the team, Management Committee and in-line with the farm's ethos. ● Provide strategic direction to the Veg Box scheme and other food distribution channels. ● Develop retail offering that supports customer recruitment, an efficient ordering system and payment management. ● Develop wholesale offering, in partnership with production manager. ● Ensure farm meets retail, wholesale and funding targets. ● Develop other income generating activities in accordance to farm ethos. <p>Financial:</p> <ul style="list-style-type: none"> ● Budget management: ensure effective management of budget including funding, retail and wholesale to maximise the farm's productivity; working with the Operations Manager and accountant to ensure legal compliance. ● Fundraising: ensure additional funding is secured as needed. ● Ensure effective transition from community project to self-sustaining social enterprise. <p>Marketing:</p> <ul style="list-style-type: none"> ● Marketing: identify new sources of business and position the farm to benefit from these; ensure all marketing material reflects the farm's brand and is high-quality and consistent. Support Food Distribution Coordinators to deliver marketing strategy. <p>Operational:</p> <ul style="list-style-type: none"> ● Infrastructure: work with Head of Production manager to ensure farm has required infrastructure for production, safe working and attractiveness. 	60%
<p style="text-align: center;"><i>People management</i></p> <ul style="list-style-type: none"> ● Team management: line management of staff ● Recruitment of additional posts as needed and resourced ● Ensure volunteers are well managed ● Secure additional support as needed, for example, marketing, interns, volunteers, apprentices 	20%
<p style="text-align: center;"><i>Monitoring and reporting</i></p> <ul style="list-style-type: none"> ● Director and farm committee meetings every 2 months ● Regular funding reports ● Coordinate social and financial monitoring and report progress to funders 	10%
<p style="text-align: center;"><i>Outreach and learning</i></p> <ul style="list-style-type: none"> ● Marketing – develop marketing materials, communicate weekly with customers, link with local organisations to promote offering. ● Link with other smallholders to develop networks. ● Stakeholder engagement – communicate regularly with partners such as EcoLocal. 	10%

Further information

We are a highly motivated team, passionate to help create positive relationships between people and food. We farm with organic principles and strive to be a deeply sustainable business. We are driven by values of respect, transparency, quality and integrity.

We aim to make our Farm accessible to as wide a range of the public as possible and are committed to ensuring that everyone is treated fairly. You can find out more by reading [our Equal Opportunities Policy](#). As an organisation, we also believe in fair pay. All our staff are paid above the London Living Wage and we maintain a low pay ratio. Please visit our website for more information: www.suttoncommunityfarm.org.uk

How to apply

To apply please send your CV and covering letter to Samuel Smith:
sam@suttoncommunityfarm.org.uk.

Deadline for applications: 14 December 2015, 12:00 midday
Date of interview: 17, 18 and 21st December 2015
Start date: 1 February 2015 (flexibility may be negotiated)