



FLORAL & GARDEN CENTRE MANAGER ROLE

WHO WE ARE

*The Root Cellar Village Green Grocer
is your fresh & innovative destination market
for extraordinary food experiences.*

We are a market amongst many, but our business model stands alone by providing an experiential shopping atmosphere driven by a passion for sustainability, and a locally focused purchasing philosophy. We are currently undertaking the opening of a second Root Cellar location and are embarking on an exciting year ahead as we plan, create, and manifest this new project. This new location provides the opportunity to develop, strengthen and grow our Root Cellar Family, and we are seeking applicants as excited about what lies ahead as we are, for both our flagship McKenzie store and our forthcoming Cook Street Village location. We anticipate opening late fall 2021, so the future is glowing with growth & opportunity for our team.

The Root Cellar is a family-owned business, founded in 2008. A firm stance behind our motto '*farm fresh, dirt cheap, delicious*' and a drive to brighten every customer's day has resulted in our little market becoming a bustling community hub, now providing Vancouver Island's largest selection of organic, local and conventional produce, a full service butcher and deli, a boutique florist and garden centre, artisanal grocery, dairy & breads, a bulk foods section and most recently a new coffee bar, bringing us to over 10,000 square feet, buzzing with over 120 employees.

At The Root Cellar, we believe that time spent gathered around the table is what connects us as people, families & communities. We want our customer's experience of food and all that surrounds it to be extraordinary, beginning with their visit to The Root Cellar. Whether that may be the care taken to choose just the right garnish for a lovingly prepared meal, perhaps some of the food you grew yourself, or just the perfect florals to compliment the table setting. To create this experience we seek passionate individuals, driven by a shared love of experience, and impact. We value integrity, creativity, candor, a sense of humour and individuals whose drive for excellence, results in a more rewarding work experience for all – together we will support our corporate strategy, high standards and the community where we live, work & play.

THE ROLE

We love every season in our sweet Potting Shed but summer might be our absolute favourite. And we are looking for someone who feels just that way too. For the very first time we are hiring an **experienced Floral & Garden Centre Manager** to lead this lovely little corner of our flagship Root Cellar at McKenzie Corner.

With a full-service floral bar and an extensive garden nursery, our Potting Shed focuses on as much locally grown seasonal loveliness as possible from our island flower farmers, alongside sustainable gardening, and a wide selection of edible plants. We are seeking someone who can nurture both a fiddle leaf and a fig tree as much as they might mindfully prepare a beautifully romantic birthday bouquet for a beloved customer. A person who spreads sunshine as soon as they walk in the door, to both their tropicals and their team members.

Our ideal candidate is a strong leader with a hands-on approach to managing people, a person who will valuably contribute to a team that is held so close to the heart of our market and inspire their own team to efficiently run the daily operations while providing an exceptional shopping experience for their customers.

If you are a motivated contributor with solid leadership experience, a high level of personal accountability, advanced communication and team building skills, and of course, are driven by a love of sunshine, just picked florals, people and community, we can't wait to hear from you!

WHAT YOU'LL DO:

- Plan, organize, and lead a retail floral (inclusive of indoor plants, seeds, bulbs & giftware) and seasonal garden centre using creative and effective merchandising and display strategies to drive sales.
- Lead, manage and inspire Potting Shed Team to ensure a positive and memorable customer experience.
- Ensure Team Member accountability, efficiency, and adherence to operating procedures.
- Order, plan, and merchandise, and design esthetically pleasing floral arrangements for display or to meet the needs of our customers.
- Manage department inventories by tracking weekly sales reports and order product and supplies to meet customer requirements and the company's gross profit goals.
- Manage and increase department profitability and sales through effective budgeting, controlling expenses and driving sales.
- Develop and implement merchandising plans and contribute creative ideas for the department's marketing strategy.
- Control department expenses by improving operations and efficiencies, controlling labor costs and reducing losses due to damages, spoiled product and shrink.
- Maintain exceptional product knowledge, including awareness of your competitors, product changes, promotions, and seasonal trends and suggest new products to keep your category exciting.
- Identify areas for improvement in operations and customer service and suggest and implement changes and procedures to address these needs.
- Work collaboratively with the General Manager, department heads and Potting Shed Team to ensure that your department strongly represents The Root Cellar's values, vision & mission.
- Execute the training and development of the Potting Shed Team to maintain the highest level of team productivity, enthusiasm, and commitment to outstanding customer service.
- Handle all customer concerns and complaints in an effective and positive manner ensuring beneficial results.
- Maintain store and display signage to the company standards.
- Effectively respond to challenging situations in a positive and professional manner providing solutions and proposing new ideas.

OUR IDEAL CANDIDATE COMES EQUIPPED WITH:

- Minimum 2 years retail management experience in a floral or horticulture industry.
- Demonstrated leadership skills; you serve as a role model for the department and all other store Team Members.
- A passion for all things floral, an eye for style, a passion for creativity, and a love for a fast-paced work environment.
- Exceptional organizational skills, the ability to manage time efficiently and adapt to changing priorities.
- Flexibility to work a variety of hours including days, evenings, and weekends.
- A strong business acumen with a proven track record of creating positive results.
- Demonstrates discretion, integrity, both open & fair-mindedness, and functions well under pressure.
- A high level of self accountability, and an appreciation for details & organization.

THE DETAILS:

This is a full-time position commencing promptly. This role is entitled to a competitive salary, and bonus structure & comprehensive benefits, an employee & family assistance package, as well as a 20% Team Member discount in store. We encourage our Team Members to take advantage of learning opportunities, to grow and develop and to foster a culture of teamwork and innovation.

If you are interested in applying for this career opportunity, please submit your resume and cover letter.

We look forward to meeting you!

** applications received without a cover letter will not be considered.*

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