



## Farm Experience Manager

### ***Position Description***

*Pono Pacific Land Management, LLC was founded with a vision of helping Hawai'i's conservation agencies and landowners. Since 2000, we have been providing specialized services to a wide variety of clients in almost every ecosystem in Hawai'i, from mountain ridgelines and forests to coastal areas and near-shore reef systems.*

*In 2019, Pono Pacific was contracted by Turtle Bay Resort to manage 468 acres of agricultural land mauka of the resort. Kuilima Farm is a healthy, vibrant farm that matches best-in-class sustainability practices alongside Hawaiian knowledge and culture. The ideal candidate will exhibit the values that steer our organization: character, humility, 'ohana (family/community-mindedness), service, excellence, and nobility. The Farm Manager will act in the best interest of the company, other employees, and in a fair, safe, effective, and legal manner.*

As a Pono Pacific company, our values at Kuilima Farm form the acronym, CHOSEN. They are:

- Character – A team member who works with accountability, integrity, and resilience.
  - They can be counted on to take ownership of their work
  - They act according to values over what is easy or profitable
  - They respond to challenges with a can-do attitude
- Humility – A team member who welcomes feedback and prioritizes the others' success over their own agenda
- 'Ohana – A team member who works with aloha, valuing and contributing positively to the health of the team. And has fun together!
- Service – A team member who is proactive in serving one another, our community, and our environment with respect
- Excellence – A team member who is driven to give their best in service of the collective team goals
- Nobility – A team member who is driven by a cause greater than themselves

About The Position:

The Farm Experience Manager will report directly to the VP of Diversified Agriculture. They will be responsible for providing leadership in the following key operational arenas where guests experience our farm: the farm stand area, farm retail management, tours, school & volunteer groups, event/project coordination and execution, social media and marketing, community gardens, community supported agriculture, and more. This individual should be passionate about local, sustainable food production, education, and experience, and have managerial expertise. Agricultural background is a huge plus.



#### Responsibilities:

- Be a role model and leader to staff with behavior that aligns with the company's mission and values
- The Farm Experience manager is responsible for ensuring excellent department standards, leading and managing tours, farm stand, and event planning execution as directed through the overall vision and mission of Kuilima Farm
- Maximize the financial performance of the department by developing, promoting and executing farm experiences to include farm tours, farm retail, seasonal events, special occasions, and more
- Ensure the farm experiences and farm stand are staffed according to budget and maximized for customer needs
- Responsible for oversight of farm experiences policies, procedures and practices
- Responsible for the implementation and administration of the POS and booking systems
- Collaborate with the VP, Diversified Ag and Executive Assistant to initiate action with appropriate urgency that corrects deficiencies and leverages opportunities
- Monthly review of financial reports in order to identify outliers, opportunities, and deficiencies, including merchandising and inventory planning, cost reduction, and staffing requirements
- Responsible for development, execution, and continuous improvement of tours and experiences
- Responsible for developing volunteer and school group visit opportunities
- This position will ensure the farm stand area is running efficiently and communicate with team members, farm vendors and service providers to support effective operations
- Ensures the team members and vendors are consistently and efficiently achieving company and department requirements for merchandising, store conditions, customer service, and Kuilima Farm rules and regulations
- Conduct and manage retail buying, planning, and sales analyses
- Responsible to develop, coordinate, market and execute festivals and special events
- Works closely with the Farm Manager to participate in consistent communication with the VP, Diversified Ag to ensure clear communication and up to date information on how best to share about the farm seasonally
- Responsible for developing and distributing updates through digital newsletter
- Aggregate and analyze reporting data for invoicing and internal reports
- Responsible for thorough debriefs and after-action reporting
- Leverage social media, website, and digital solutions to promote experiences, interact with customers, and integrate positive farm feedback
- Works as a community liaison, develop relationships with community partners
- Collaborates with office staff and accounting for streamlined operation & reporting
- Collaborates with senior staff to prepare budgets and reports
- Support Community Gardens oversight

While this list is a majority of responsibilities, there may be other duties as assigned.

#### Qualifications:

- Bachelor's Degree in Business, Marketing or related field or equivalent relevant experience
- 3 years of previous management experience required
- Proven ability to lead, coach and build relationships
- Must be able to direct and motivate a diverse population that includes full-time and part-time team members from diverse backgrounds
- Demonstrated ability to act decisively in implementing solutions, plan work, monitor toward goals, and respond to change
- The ability to work a flexible schedule to meet the needs of the business including early mornings, evenings, weekends and holidays.



Desired Qualifications:

- Retail or Sales experience.
- Assertive and able to handle difficult conversations.
- Able to take initiative and persevere to complete projects.
- Able to learn quickly and be flexible to make adjustments as obstacles arise.
- Strong time management skills.
- Proficiency with MS Office suite, especially excel
- Proficiency with communication tools, such as Canva

Key Relationships:

- Internal: Farm Manager, Field Crew, Farm Vendors, Turtle Bay Resort
- External: Hotel Guests/Visitors, Kama'aina, Community Partners & Members, Tour Companies, Event Companies, Suppliers and Clientele

Compensation:

- Commensurate with education and experience.

Benefits:

- Health care with dental, drug, and vision
- Vacation, sick, jury, and bereavement pay
- 401(k) Plan
- Training and development opportunities

Location:

- Kuilima Farm

To apply, please submit a cover letter and resume (in a single PDF document) to [ponojobs@ponopacific.com](mailto:ponojobs@ponopacific.com)