



Retail & Guest Experience Manager

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. Our values include:

- Character – A team member who works with accountability, integrity, and resilience.
- Humility – A team member who welcomes feedback and prioritizes 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 having 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 Retail and Guest Experience Manager will report directly to the VP of Diversified Agriculture and other Operations Leadership as designated. Key responsibilities include retail farm stand management, vendor and inventory management, farm stand area management, and kiosk tenant oversight. This role will work closely with our farm distribution team to have seasonal produce for sale at the farm stand. This individual should have retail management expertise and be passionate about local, sustainable farming, education, and hospitality.

Responsibilities

Retail Operations and Sales

1. Conduct or oversee retail buying, planning, and sales analysis
2. Maintain and measure high customer satisfaction and positive engagement
3. Maximize financial performance by developing, executing and expanding farm retail and farm stand area operations
4. Responsible for oversight of farm stand policies, procedures and practices
5. Responsible for the implementation, administration and potential expansion of POS systems
6. Manage and improve retail processes and procedures, including purchasing, inventory management, and reporting
7. Develop monthly reports to track progress to goals, identify outliers, opportunities, and deficiencies, including merchandising and inventory planning, cost reduction, and staffing requirements
8. Ensure the team members and vendors are consistently and efficiently achieving company and department requirements for merchandising, store conditions, customer service, and Kuilima Farm rules

Farm Stand Area Maintenance & Operations

1. Ensure the farm stand area is running efficiently and communicate with team members, farm vendors and service providers to support effective operations
 - a. Oversee the daily maintenance and cleanliness of the farm stand area



- b. Coordinate regular servicing of porta potties and waste management
 - c. Ensure timely daily trash pick-up and general upkeep
 - d. Monitor and address safety, security, and homelessness concerns in coordination with appropriate partners
2. Serve as the main point of contact for farm stand vendors regarding operational, maintenance, and support needs
3. Responsible for incident reports and after-action reporting for farm stand area

Team Leadership and Staff Development

1. Role model and leader to staff with behavior that aligns with the company's mission and values
2. Recruit, train, and supervise retail staff and volunteers
3. Provide ongoing coaching in sales, customer service, and product knowledge
4. Foster a team culture centered on respect, accountability, and pride in the farm's mission

Customer Experience and Community Engagement

1. Foster a welcoming, informative, and memorable experience for all visitors and customers
2. Build strong relationships with regular customers, community members, and partners
3. Share the farm's story, seasonal updates, and cultural knowledge with guests
4. Represent the farm with aloha, professionalism, and cultural awareness

Marketing, Social Media and Public Relations

1. Collaborate with the marketing and communications team at Ritz-Carlton Oahu, Turtle Bay to promote products, events, and experiences
2. Contribute to social media content by capturing in-store and on-farm moments
3. Support public-facing communications including signage, storytelling, newsletters, and PR engagements
4. Ensure consistency of voice and alignment with the farm's mission and values across platforms

Reporting and Strategic Input

1. Participate in retail planning and agritourism strategy development
2. Collaborate with office staff and accounting for streamlined operation & reporting
3. Collaborate with senior staff to prepare budgets and reports

ADDITIONAL AREAS OF SUPPORT

Agritourism and Visitor Experience Support

1. Support the development and delivery of curated farm tours, tastings, and visitor activities
2. Participate in planning and implementation of agritourism experiences that align with the farm's mission
3. Assist with special events and seasonal experiences
4. Assist with school & volunteer group tours

While this list includes many of the 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 on a flexible schedule to meet the needs of the business including early mornings, evenings, weekends and holidays.

Desired Qualifications

- Experience developing online sales system
- Retail merchandising expertise
- Inventory management 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 adjust as obstacles arise.
- Strong time management and multi-tasking skills.
- Proficiency with MS Office suite, especially excel
- Proficiency with communication tools, such as Canva
- Passion for sustainable agriculture, local food systems, and community connection

Key Relationships

- Internal: VP of Diversified Ag and Pono Pacific Leadership, Pang Communications, Accounting Team, Farm team, Wash/Pack team, Farm Vendors, Ritz-Carlton Oahu, Turtle Bay
- External: Hotel Guests/Visitors, Kama'aina, Community Partners & Members, Tour Companies, Suppliers and Clientele

Compensation

- Salary Range: \$60,000–\$75,000 annually, depending on qualifications and experience. Position is eligible for a performance-based incentive bonus tied to key retail success metrics.

Benefits

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

Location

- Kuilima Farm, 57-146 Kamehameha Hwy, Kahuku 96731

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