



Position Description

Title: Director of Social-Impact Business Operations

Classification: Professional, Full-Time

Seasoned Specialty Foods is a social impact food market with a unique grocery model, created to elevate equity and inclusion in local grocery food systems. Seasoned enables emerging CPG food producers to get from production to consumers faster and more cost-effectively, by getting access to consumer shelves and services to handle retail functions and transactions, while retaining all the proceeds from their food sales. Seasoned calls this *community retail (or co-retail)*, its signature approach to equipping emerging CPG food businesses to scale. Co-retail benefits emerging CPG food businesses and the consumers, while fostering inter-community trade and commerce.

Established in 2017, Seasoned has provided local, diverse artisanal food products to through its brick-and-mortar store on historic Grand Avenue in St. Paul, while managing a rapidly growing e-commerce operations lead by its corporate gifting program and online store. With a dedicated, experienced, and efficient team, Seasoned has created a supportive retail environment for emerging CPG food producers to launch their business and their products. We are in a growth mode.

Summary of the Position

The Director of Social Impact Business Operations is the senior person leading the strategic operations of St. Paul location. This position builds and maintains excellent relationships with CPG food producers, ecosystem partners, diverse communities, and consumers at large. From key activities such as back-office administration and management, to branding, merchandising, sourcing, and community education and engagement, this position is accountable for setting and meeting annual sales and revenue targets and social impact goals for the location. This position partners with staff and consultants on four strategic areas: i) co-retailing membership, ii) sales and marketing, iii) community engagement, and iv) ecommerce platforms. Immediate focus for this position is to review, identify, improve and/or develop internal systems and processes to optimize quality and efficiency across the four target areas.

Specific Responsibilities of the Position

- Provide direction for the strategic business operations at the St. Paul location, such as.
 - Lead excellent customer service standards and practices onsite
 - Create a dynamic, innovative grocery environment that welcomes and meets the needs of target customers and stakeholders.
 - Develop and implement effective branding and marketing strategies to increase sales and revenue that meets annual targets and goals.
 - Build strategic partnerships to educate, inform and engage key stakeholders about co-retailing – with the aim towards meeting annual targets and goals.
 - Plan and execute actionable annual workplans with clear activities and budgets that achieve annual targets and goals.
- Lead the sourcing and selection process for new food vendors and products, such as:
 - Build creative and culturally appropriate membership strategies to engage and recruit new products and new makers to co-retailing locally and nationally.
 - Act as the key contact for inquiries and questions
 - Manage the co-retail recruiting and registering process for new food producers.

- Continuously improve internal systems and processes for effective tracking and receiving inventory, documentations, remittances, ecommerce orders and fulfillment.
- Lead the current corporate gifting program, ecosystem partnerships, ecommerce growth and storytelling initiatives to meet annual revenue and impact targets.
- Lead the way Seasoned lives its mission, by living the values embedded in its mission – e.g., inclusion, quality, local-focused, healthy, systems change, and innovation.
- Manage all back office/administrative functions such as:
 - Generate sales reports and payments to co-retailers.
 - Ensure quality in fulfilling orders, payments, and commitments to stakeholders.
 - Manage food safety standards and requirements from the City and State and other regulatory bodies.
- Supervise and develop staff and consultants and seasonal support team.
- Collaborate with and support the Founding CEO on growth and replication strategies.
- Engage actively in other activities and responsibilities as identified and assigned by the Founding CEO to increase success in our mission and impact to our target communities.

Work Environment and Conditions

The work environment is a retail grocery store and deli. Work occurs mostly at a desk station, along with some standing, walking, and working in and around the retail spaces and storage rooms. Walking up and down flights of stairs is a regular activity, as is transporting items in and out of the building to the garage. Lifting packages and boxes of up to 20 pounds may be required.

Seasoned works with automated and structured processes and operational methods with some rigidity to comply with required City and State licensing and regulations while engaging in creative projects, events, and strategic designs that may be short-term or long-term. The Director of Social Impact Business Operations works independently, in a hybrid set up, and reports to the Founding CEO.

Minimum Qualifications

The Director of Social Impact Business Operations is entrepreneurial and enterprising with a core interest in social impact through business strategies. The person is excited about building and growing startup businesses, and is comfortable wearing multiple hats, understanding that startups are frequently learning and adapting strategies and practices often. The ideal candidate is culturally agile and comes with solid business acumen and/or demonstrated transferrable knowledge and skills.

- Three to five years of experience in startup, retail, business, for-profit or relevant fields with at least one year of significant work in local food systems.
- Excellent written and verbal communication skills; customer service & interpersonal skills.
- Solid management and planning skills and tools. Collaborative thinking and inclusion.
- Independent, resourceful, and capable of making sound decisions, problem-solving and addressing questions and issues as they arise.
- Approach all work through iterative teamwork and collaborative practices.
- Curious, open, and comfortable asking questions, asking for assistance and feedback.
- Appetite for learning new and different areas, people, communities, and experiences.
- Comfortable in fluid, flexible, sometimes ambiguous settings, schedules & responsibilities.
- General knowledge and/or willingness to learn and adhere to all regulations on food, including food safety, food security practices and protocols.
- Solid knowledge and skills in using social media platforms, Microsoft programs - Excel, Word, and PowerPoint or other design platforms.
- Additional preferences include experiences in government/advocacy, marketing, sales, communications, and program management.

To Apply

Please submit a cover letter with salary interest along with your resume and up to 2 references to kayla@seasonedspecialtyfoods.com. Position will stay open until filled. Thank you for your interest.