Job Posting

General Manager for Cooperatively Owned Grocery Store

Job Title:	General Manager
Status:	Full-time, On Site
Company:	Bethlehem Co-op Market
Location:	Bethlehem, PA
Compensation:	$65,000 - $85,000
Reports to:	Chairperson of the co-op's Board of Directors

About Us

The Bethlehem Co-op Market is looking for a General Manager! Our grocery store is tentatively set to open its door in late 2026.

We are located in Bethlehem, Pennsylvania, nestled in the heart of the Lehigh Valley, and founded on Christmas Eve in 1741 by the Moravians. Bethlehem is centrally located between NYC, Philadelphia, Lancaster and the Pocono Mountains, making all these locations accessible in under two hours.

The Christmas City is home to approximately 75,000 residents and is surrounded by forests, trails, parks, and farmland and is adjacent to the Appalachian Trail, offering a treasure trove of outdoor experiences.

In the early 1900's, waves of immigrants came to Bethlehem to work at Bethlehem Steel, which shipped its steel to build landmarks such as the George Washington and Golden Gate bridges, the Empire State Building and Rockefeller Center. These immigrants have contributed to the city's rich, diverse urban fabric.

People in all stages of life come to Bethlehem for the culture, history, and opportunities that exist here. Many fall in love with it and call it home. Bethlehem is also home to National Historic Landmarks and Districts, great universities (Moravian and Lehigh), nationally recognized healthcare systems (St. Luke's and Lehigh Valley Health Network), and cultural treasures such as Musikfest (the country's largest free music festival) and the world-renowned Bach Choir. These wonderful resources, along with many others, inject a sense of pride in honoring and maintaining what was, what is, and what will be ahead for our community.

Two vibrant, growing, walkable downtowns filled with restaurants, shops and museums have made Bethlehem one of the 100 Best Places to Live according to *Money Magazine*. It's very easy to find something for everyone here, but to date, no functioning food co-op.

We have a commitment and a passion to bring healthy, local, delicious food to our diverse and thriving city with a community-owned, full-service grocery store that is open to all. Our General Manager will lead us from our vision to reality!

Our General Manager's Job Purpose will be

To lead our co-op grocery store so that it achieves the Ends Policy of Governance determined by our Board of Directors and owners, as follows:

• A thriving and inclusive welcoming marketplace for everyone

• Access to healthful food our customers can trust

• Sustainable environmental and agricultural principles that positively impact our product sourcing and business practices

• Food education for our customers and community

Overview of Responsibilities & Experience Requirements for our General Manager

The job of the General Manager is to ensure achievement of organizational and financial results. They must have significant knowledge and practical experience in the financial management and planning of a retail grocery store operation. Specific duties include:

• Develop and recommend to the Board long and short-term plans to achieve the co-op's mission and purpose

• Prepare meaningful operating and capital budgets for approval by the Board

• Maintain accountability for the control of resources

• Direct all financial operations of the co-op, including cash and expense management with oversight by the Finance Committee and Board

• Provide all financial reports to the Board

• Use reliable information technology to create tracking systems, including point of sale system

The General Manager must display a start-up mentality and have the ability to create, lead and energize a winning team to reflect the brand of the co-op. They will:

• Oversee compliance with the cooperative's personnel policies and update, as needed

• Recruit, hire, train, supervise, inspire and evaluate employees; provide consistent feedback, coaching and restorative action as needed

• Effectively facilitate the formation of teams by creating a climate of trust and inclusion while encouraging collaboration and information sharing

• Develop a staff organizational structure that promotes fair distribution of work while maintaining world class service to customers

• Prepare a yearly payroll budget that meets operating budget constraints

• Ensure a safe and healthy workplace for employees and customers

Operational excellence is expected. The General Manager will be empowered to make all decisions, create all policies, and authorize all engagements that they can demonstrate to be consistent with a reasonable interpretation of Board policy as provided in the Governance Policies. Business planning and operation criteria include:

• Select and monitor installation of POS system and IT services

• Develop vision and strategies that align with the co-op's operational plans and mission

• Maintain knowledge of retailing and industry trends

• Establish and maintain appropriate relations with wholesale distributors, local markets, and other industry sources

• Ensure the establishment and maintenance of a product mix that meets shopper needs

• Plan and execute a margin strategy designed to be price competitive and maintain adequate profit for growth

• Ensure compliance with all applicable laws regarding licenses, permits, health regulations, employment, etc.

• Work with vendors and purchasing staff to ensure adequate inventory

• Promote smooth daily operations and exemplary customer service

• Arrange for service providers such as utilities, janitorial, credit card processing, security, etc

Advocating and exemplifying the co-op concept, principles and values to customers and the community at large will be essential to success. Our General Manager will be the face of the Bethlehem Co-op Market grocery store. Marketing responsibilities are as follows:

- Ensure the development and successful execution of an advertising and marketing strategy to increase public awareness of the co-op's mission, products and services
- Execute the advertising and marketing plan within budgetary guidelines
- Support and champion the co-op's diversity, equity and inclusion policy
- Prepare and oversee displays, signage and other promotions to maximize marketing impact
- Be involved in and a part of the community; engage in community relations

***Perform all other agreed upon duties as assigned by the Board of Directors

Projected Salary Range: $65,000 - $85,000 (annually)

Additional Benefits in Consideration include

- Healthcare Plan
- Paid Time Off
- Grocery Store Discounts
- Relocation Package, if applicable

Required Skills and Experience

Retail Grocery Experience a Must (Co-op Experience Preferred)
Financial Reporting
Manage Start-up Growth and Change
Retail and Administrative Functions/Systems

Development & Monitoring/Vision Competencies

Leader/Ally, Communicator, Adaptable, Team Builder, Business Planner, Problem Solver, Strategic Thinker, Excellent Time Manager, and Autonomous

Personal Attributes

Accountable, Personable, Courageous, Entrepreneurial, Self-Motivated, Friendly, Embraces Cooperative Structure, and Models Performance Excellence

Reporting Relationships

The General Manager reports to the Board, with the Chair being their primary liaison. The Chair is elected annually by the Board of Directors of the co-op. The Board operates under Policy Governance, a system that emphasizes vision and values empowerment and accountability. The Board uses policy to define the results the General Manager is expected to achieve within defined limits of prudence and ethics.

The Bethlehem Co-op Market is an organization that agrees not to discriminate against any employee or job applicant because of race, color, religion, national origin, sex, gender identity or preference, physical or mental disability, age or other category protected by law.

Bethlehem Co-op Market
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Bethlehem, PA 18018