

The Oyster Farm Shop

Product & Experience Manager

Role

This document along with the Letter of Offer, Profit Share Payment Scheme - Terms and Conditions and examples, and TOFS Employment Conditions and Staff Handbook comprise the Employment offer for this position.

The Product & Experience (P&E) Manager is responsible for managing all functional areas and revenue streams; Tour Experiences; Products; Local Produce Menu; and Distribution related to The Oyster Farm Shop business. The Oyster Farm Shop (TOFS) is the farm-gate and experiential provider for Kangaroo Island Shellfish, owned by KAR Management Pty Ltd. The P&E Manager is responsible for the continued growth of this business in line with the documented Business Plan. This position is located at American River on Kangaroo Island. The P&E Manager shall work closely with the owners of KI Shellfish Pty Ltd & KAR Management Pty Ltd. It is a shared risk role with a base salary plus profit share payment scheme.

The aim of this role is to capitalise on the existing successful business model and drive the continued growth of the business to maximise profit generated through the provision of an authentic farmgate tourist experience. The Oyster Farm Shop's primary target markets are; visitors to Kangaroo Island, with a current focus being on Asian visitation; island restaurants & caterers, local residents and off island customers.

The Farm Shop showcases Island aquaculture and sustainable seafood with its Core Primary Product currently being: our Pacific and Angasi Oysters, Marron/Yabbies, Abalone, King George Whiting and any other approved sustainable seafood (refer to Core Primary Product register for more detail on approved species). Also other value-add products developed and approved based around the Core Products e.g smoked oysters, Kilpatrick sauce, smoked fish etc. New products must be 'approved' by owners to ensure product quality, sustainability, food safety, process repeatability and branding standards are maintained.

The Oyster Farm Shop tourist season on Kangaroo Island are traditionally:

Low (May, June, July, August, September, November, ½ December)

High (½ January, February, March, ½ April, ½ October)

Peak (½ December, ½ January, ½ April, ½ October)

As such, staffing and stock levels are to be managed in accordance with the guidelines provided to ensure the business remains profitable. The TOFS Business Calendar shall be maintained on an ongoing basis to take into consideration changes to the tourism seasonality.

Reporting

The Product & Experience Manager shall report to the Business Owners.

All casual, contract and permanent/part-time staff employed by TOFS shall report to P&E Manager.

Liaise with oyster farm manager, account customers, suppliers, farmers, and fishermen.

Establish and maintain relationships with suppliers, product collaborators and regulators.

Responsibilities

Business Management

Support the Business Owners to foster a team environment in the farm shop and across other business units within the company by establishing:

- Sound understanding the company business plan, company ethos, vision and integration with other business units
- Sound understanding and work towards Daily, Weekly, Monthly and Season Targets within Budgets
- Ensuring the use of company policies, procedures, checklists and guidelines

Create Revenue

Develop the current customer base and create new revenue by:

- Reporting to the business owners on a regular basis about progress of all aspects of Functional Areas and Revenue streams; Tour Experiences, Local Produce Menu; Products; and Distribution in line with the TOFS business calendar
- Identifying new opportunities that are in line with the business plan and company ethos
- Creating new marketing opportunities and collaborations with other businesses
- Identifying and creating new products, experiences and menu items and introducing them in the approved method
- Maintaining positive working relationships with regular customers, local businesses, Tourism Kangaroo Island, Sealink, KI Connect, 3rd party tour operators, KI Food and Wine Assoc, Brand Alliance, SATC and other product collaborators
- Manage and build local customer base e.g. Shuckers Club
- Manage and build mainland and export customer base e.g. Mainland Mollusc Run relationships
- Manage and build Account customer relationships
- Monitor and report on Key performance indicators (KPIs)

Manage People For Profit

Manage all staff and contractors employed in the day-to-day operations of the four revenue streams within budget by:

- Recruitment, training and rostering of staff (shuckers, shop assistants, processors, cleaners, gardener, maintenance and juniors) in line with OFS Calendar and Staffing Guidelines
- Ensuring all company policies, procedures, legislative and regulatory requirements are adhered to by all staff
- Comply with appropriate Industry Awards and Employment Terms and Conditions
- Ensure staff adhere to safety requirements and wear protective clothing
- Managing rosters and ensuring timesheets are completed accurately by staff in accordance with the Company policies and Award requirements and approve for processing
- Ensuring all issues are dealt with in a timely manner using the various communication methods available e.g. timesheets, incident reports, direct liaison with manager, staff reviews
- Reporting any breaches of policies to the Business Owners

Happy Customers

Ensure the continued provision of a unique, farmgate experience to visitors on Kangaroo Island, striving for excellence in customer service at every touch point by:

- Providing on-going training to staff to ensure they can educate visitors & 'tell the story'
- Manage visitor expectations through online & print marketing and signage
- Ensure experiences & tours are conducted at a consistently high standard and value for money for visitors
- Ensuring an efficient frontline service including order taking, POS register, lunch menu preparation, cooking lunch menu orders, etc

- Shuckers Club relationship management
- Point of sale administration
- Contribute to social media updates to keep online presence fresh
- Monitoring customer feedback (online, captains log, face-to-face) to identify any opportunities for improvement
- Setting regular specials and keep signage fresh and enticing

Clean, Hygienic & Useful

Ensure the efficient, safe working environment and visual presentation of The Oyster Farm Shop and surrounds is maintained and welcoming for staff and visitors by:

- Maintenance and cleaning of premises internal and external
- Clean and welcoming entrance maintained
- Care, cleaning and maintenance of equipment
- Maintenance of signage internal and external
- Clean and enticing retail displays
- Grounds maintenance
- Equipment breakdowns, power failures, quarterly preventative maintenance and record keeping
- Maintain safe and hygienic working environment
- Security of premises including cash and equipment
- Efficient and effective management of all waste, recycling and organics

Compliance

Ensuring the business adheres to the regulatory and legislative requirements including but not limited to Food Safety Act, Liquor License Act, Safe Drinking Water Act, Trade Measurements Act, Occupational Health and Safety Act, Fish Processing Act, Employment Awards and other policies and procedures of the business by:

- Ensuring staff are trained sufficiently to work in accordance with legislation
- Ensuring records are maintained in accordance with legislative requirements
- Ensuring effective systems, processes, testing, equipment and signage etc are in place
- Ensuring internal audits and identifying/implementing corrective/preventative actions
- Ensure documented processes are utilised to ensure repeatability of product and are maintained and continuously improved to improve quality and efficiency
- Ensuring Responsible service of alcohol
- Maintain PIRSA Register in accordance with legislation

Our Product is Best

Ensure the highest quality of our produce by:

- Quality control of all product/experiences being sold
- In conjunction with owners, maintain an appropriate menu based around core products and create and maintain tours and experiences based around the business and American River environs
- Stock management in accordance with documented processes and procedures
- Ordering stock using preferred suppliers in line with Aqua-produce season calendar
- Oyster reconciliation between farm and shop
- Management and development of value-add products e.g. smoked, sauces
- Maintain packaging and consumables stock levels as required, with a focus on biodegradable or recyclable options where possible
- Maintain POS/Inventory systems as required
- Maintain records for core produce including fish, marron and abalone (including documented receipting process and PIRSA register)
- Aim for zero wastage of product

Year Round Profit

Contribute to building a business model that generates profit year round by:

- Generating new retail and wholesale sales, on island and off island
- Promote and deliver unique experiences for visitors on Kangaroo Island
- Account Customer management
- Cashflow management
- Actively seek to reduce costs without impacting on quality or environment
- Cash Management e.g. banking, petty cash, POS, float and balance
- Supplier & third-party tour operator relationship management
- Ensuring zero wastage of product and time
- Effective rostering of staff within Staffing Guidelines to maximise profit
- Product Price setting and regular pricing reviews
- Ordering, receipting and approving for payment stock at competitive prices and minimising freight

Essential Skills/Abilities/Experience/Qualifications

The successful candidate will have a minimum of 3-5 years management experience of multiple revenue streams in the tourism/hospitality

Must be a friendly people person

Must have a professional approach to all aspects of work

Must be prepared to work hard when required

Must be flexible and an 'all-rounder' to work on all aspects of the business as required

Must be able to communicate effectively with visitors of all nationalities with varying languages

Must be able to sell our products and our 'story' in a fun and informative way

Must have a passion for local produce, in particular our oysters, and be able to convey this passion in a friendly, informative way

Must be prepared to perform all tasks relating to the day-to-day operations

Must be process driven and committed to continuous quality management

Must have the ability to work across all layers of business and communicate effectively e.g. government reps, fishermen, filleters/shuckers, farmers, customers, business owners etc

Certificate in food handling

Experience managing a team to achieve required results, key performance indicators

Experience managing a budget and using standard business reporting tools

Ability to work effectively both individually and within a team

Ability to resolve conflict in a positive and professional manner

Ability to handle busy, high pressure situations whilst still maintaining high level of customer service

Desirable Skills/Abilities/Experience/Qualifications

It is desirable for the successful candidate to also have a minimum of 3-5 years management experience in food processing and product distribution

Certificate in food safety systems

Kangaroo Island Ambassador training

Responsible service of Alcohol training and/or badged Responsible Person

Senior First Aid Certificate

Experience working in a HACCP certified environment

Experience in retail sales environment

Experience as a tour guide

Experience managing a retail business

Experience in tourism on Kangaroo Island or in an iconic tourism region

Use of Vision 6

Use of Kounta; POS; Back office; Purchasing; Products