



JOB DESCRIPTION SEASONAL AGROTOURISM MANAGER

POSITION DESCRIPTION: *Seasonal Agrotourism Manager*

1.0 JOB DESCRIPTION SUMMARY

The purpose of this standard procedure is to establish and define the functional role, reporting relationships, duties, authority, responsibilities, job requirements, and measurements of performance of the Agrotourism Manager at Horsting's Farm Market.

2.0 REPORTING RELATIONSHIPS

2.1 The Agrotourism Manager of Horsting's Farm Market is hired by and is expected to report to the Owners while maintaining excellent communication with other department managers.

3.0 REQUIREMENTS

3.1 *Education & Certification*

Preferred: Tourism Certificate or equivalent

Required: First Aid Level 1

3.2 *Experience*

Supervisory experience in a customer service-orientated environment.

3.3 *Skill, Knowledge, and Abilities*

The Agrotourism Manager must be tidy and organized, and demonstrate the ability to fulfill the vision and expectations as designed by the ownership of the company, while excelling at customer service.

3.4 *Physical*

Body Positions: standing, walking, and bending.

Body Movements: lifting and carrying (up to 50 lbs), use of hands, eyes, arms, and voice.

The physical demands here are representative of those that must be met by the employee to successfully perform the essential functions of his/her job. While performing the duties of this job, the employee may be required to lift heavy objects while overall maintaining a clean, organized, and safe workspace.

3.5 *Mental*

Requires basic general math skills. Language requirements are reading, writing, spelling, and the ability to communicate clearly with visitors and fellow employees.



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4.0 WORKING CONDITIONS

Variation of work temperatures depending on the time of the year and the weather. The Agrotourism Manager will be situated in the Snack Shack and throughout the Adventure Field.

5.0 ESSENTIAL FUNCTIONS

- 5.1 The Agrotourism Manager's primary role is to operate the Adventure Field by maintaining an enthusiastic atmosphere, providing excellent customer service, and ensuring all activities/attractions are operational while following safety requirements. The basic function of the Argotourism Manager is to provide professional and courteous attitude towards visitors and fellow employees while maintaining the highest quality Adventure Field experience for visitors.
- 5.2 The Agrotourism Manager must focus on the continued growth and success of the Adventure Field. and the company itself by ensuring that they meet the established goals of the company. Please note that vacation time-off during peak season (early summer-late fall) is not permitted with this position.
- 5.3 The Agrotourism Manager must schedule labor in a cost-effective manner, while being flexible with their work schedule.

6.0 DUTIES AND TASKS

- 6.1 Supervising all Adventure Field visitors and fellow staff to ensure they are having fun while staying safe.
- 6.2 Operating in various areas such as: Food Safety and other Snack Shack-related equipment, cashiering/customer service; expected to comprehend and sign-off on knowledge of all Adventure Field attractions - that equipment is maintained and clean, and complete safety checklists; expected to report any/all damage or safety concerns to the Owners.
- 6.3 Assisting in the management and operation of the Adventure Field from May 19th - November 1st. Hosting class field trips/group trips/birthday parties at the Adventure Field, following safety guidelines, and assisting in the development of the safety program as new attractions are introduced; contacting/advertising to local schools, scheduling class trips, and providing direct communication with the school staff/guide.



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- 6.4 Ensuring that the work areas are clean and tidy, and that all checklists for first aid, equipment operation/maintenance, and position expectations are being followed.
- 6.5 Ensuring all employees are working in a safe manner, assisting with parking, safety supervision, etc. during peak season days, overseeing employees and volunteers working evenings in the Haunted Corn Maze (within the Adventure Field) during weekends throughout October.
- 6.6 Ensuring that perishable Snack Shack products, such as popcorn, beverages, baked goods, and dairy are merchandised and sellable. Ensure adequate signage is present throughout the Snack Shack and Adventure Field. Ensure signage displays proper pricing, and discussion of sales on items are implemented. Assisting in seasonal decorating, sales and displays.
- 6.7 Training employees on operation of cash registers, Adventure Field attractions, and customer service relations to minimize loss and increase each customer experience. Assisting with seasonal inventory, clean up/take down.
- 6.8 Must have a positive, friendly, and helpful approach when dealing with customers for questions about product, orders, or any other customer inquiries/complaints, bringing any unsolvable/escalating situations to the attention of management when necessary.

7.0 MEASUREMENTS OF PERFORMANCE

- 7.1 Demonstrates the ability to tactfully handle difficult situations and problem solve.
- 7.2 Consistently shows the ability to recognize and deal with the priorities of the tasks assigned.
- 7.3 Consistently demonstrates the ability to work as a team member and promotes professionalism within the workplace.
- 7.4 Consistently demonstrates a good work ethic and punctuality.
- 7.5 Actively helping the company to increase its average ticket sales.
- 7.6 Ensures equipment used is maintained and used in a safe and proper manner.

**To apply for this position: Please send your cover letter & resume/CV to:
horstingsmarketing@gmail.com by Wednesday May 10th, 2023.**