



**Position Title:** General Manager, Dairy Market

**Reports To:** Chief Operating Officer, Retro Hospitality

**Position Summary:** As the General Manager, you will be responsible to lead and support the operations of the Dairy Market, including 11,500 square feet of retail space housing eighteen (18) market vendors, the 166-seat common area, nearly 6,000 square feet of meeting and event space referred to as the Brick Cellar, the adjacent community meeting and events space referred to as Old Trinity Church and all outdoor areas which will host community functions, activities and larger programmed events.

Reporting to the CEO of Retro Hospitality, this position includes building and maintaining a strong presence in both the community and on property. The ideal General Manager candidate will have had experience and a successful track record in the following areas: event management, food and beverage management and digital/social media marketing. Property opening experience is desired and an understanding of commercial real estate and tenant relations is valued.

#### Essential Duties and Responsibilities

*The following represents a list of essential duties and responsibilities; other duties may be assigned as required.*

- Establish a strong working relationship with all market vendor partners for purposes of supporting their operating and marketing efforts at the highest efficiency.
- Ensure market vendors are in full compliance with established operating standards including, adherence to all market rules and regulations, hours of operation and health and safety requirements.
- Work closely and align with the designated commercial leasing and property management company to ensure a seamless operation of the market.
- Identify challenges and deficiencies that impact the effectiveness of overall operation and work with Retro, the designated leasing/property management company, and ownership on solutions.

- Develop and maintain strong community relations and strategic partnerships.
- Along with the Sales Manager and Events Coordinator, develop, market, coordinate, manage and execute a high volume of programmed events and activities that drive measurable revenues and enhance the image of the market as a destination location.
- Work alongside the Sales Manager to book and execute a variety of special events, functions and corporate meetings in the Brick Cellar (Dairy Market's private event space) and the adjacent Old Trinity Church.
- Oversee and assist the Sales Manager with the development of catering menus, special event packages, and sales contracts.
- Achieve promotional, special event, catering and banquet sales goals.
- Analyze current/potential market and sales trends and advise Retro Hospitality on additional avenues to drive more business volume and increased revenue.
- Assist with the implementation of new initiatives.
- Participate in the preparation of the annual sales and marketing plans, business and financial plans which support the overall objectives of the market.
- Maintain the highest level of customer engagement to ensure our guests have the best experience possible.
- Recruit, hire, train, coach, develop and lead our team. The market manager will also be responsible for all quarterly employee reviews and staff disciplinary actions, when necessary.
- Schedule and maintain optimal staffing levels based on both the anticipated and actual fluctuations in business.
- Responsible for bi-weekly payroll processing for Dairy Market employees.
- Manage accounts payables and accounts receivables for Retro-operated areas of the business.
- Manage the finances of the Dairy Market in strict compliance with the approved operating budget.
- Order and maintain a consistent inventory of operating supplies and equipment.
- Maintain the highest standards of cleanliness in all public areas.
- Strict compliance with all employment, health, safety and Virginia Alcohol and Beverage rules and regulations.
- Follow COVID-19 operating procedures, as required, including enhanced cleaning & sanitation measures.
- Participate in management/ownership meetings and calls as scheduled.
- Perform other duties as reasonably assigned by the CEO of Retro Hospitality or its designated representative.

Starting Salary Range: \$65,000 - \$80,000

This position is hired through the market's management company, Retro Hospitality. Retro Hospitality is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, national origin, disability, age, protected veteran status, or other categories protected by federal, state, and local law.