

General Manager

General managers work to achieve cooperative objectives. The key responsibility of a general manager is to steer the direction of the cooperative or company with the objective of attaining overall profitability, efficiency, safety, and growth.

What responsibilities will I have?

- Plan, develop, organize, implement, direct, evaluate the co-op's vision, mission, and overall strategy
- Ensure proper management of resources, distribution of goods, and services to customers
- Ensure agreed strategies are implemented and compliance with regulatory authorities is maintained
- Establish goals for the co-op, and advise on the impact of long-range planning and new business ventures; develop strategic partnerships
- Enhance or develop, implement and enforce policies and procedures of the organization that will, in turn, improve its overall operation and effectiveness
- Maintain awareness of the competitive landscapes, opportunities for expansion, customers, markets, and new industry developments and standards
- Provide leadership to staff and educate them on business objectives to enhance employee performance
- Ensure appropriate internal systems, policies, procedures and controls are in place to ensure efficient and cost effective operations
- Hire, evaluate, and provide professional development opportunities for the co-op's senior management team
- Advise and support senior management team with financial planning, budgeting, and decision making
- Monitor the needs of co-op partners, board of directors, and shareholders
- Remain abreast of industry trends or changes
- Provide strategic financial input and leadership on decision making issues affecting the co-op
- Provide patrons of the co-op with effective service and benefits

What education and training is necessary?

A bachelor's or master's degree is required to become a GM, however, employers may be flexible. Years of industry experience could be seen as equal value.

What high school courses are recommended?

Agriculture education, accounting, mathematics, economics, government, business, English, communications, marketing, and computer courses

Who are typical employers in agriculture?

Cooperatives, retail companies, and agricultural companies

Other Titles and Roles:

Chief Executive Officer (CEO) and
Chief Operating Officer (COO)