

## Career Profiles:

# General Manager

General Manager's work to achieve co-op objectives. The key responsibility of a General Manager is for the direction of the company with the objective of attaining overall profitability 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 short- and long- term goals for the co-op, and advise on the impact of long-range planning and new business ventures
- Participate in the development of the co-op plans and programs as a strategic partner
- 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
- Provide leadership in achieving profit objectives
- Certify that 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 to the co-op with effective service

**ALL★AMERICAN  
CO-OP**

*"Working with you"*

**Progressive Ag Center, LLC**

### What Education & Training is Needed?

May be flexible, but a Bachelor's or Master's degree is generally required; must have also proven ability through a number of years' related industry experience

### What High School Courses Are Recommended...

Agricultural education courses, accounting, business courses, economics, government, computer courses.

### Typical Employers

Small to Large scale co-ops and ag business companies

### Other Titles

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