

Job Title: Chief Operating Officer (COO)
Division/Department: Executive
Reports to: CEO
Direct Reports: People Leadership and Culture, GM Store, and Director of Marketing, Director of Operational Standards, Director of Procurement and Partnership, Director of Finance

The Chief Operating Officer (COO) is responsible for executing the company strategic plan, upholding the mission, vision, and corporate values, and is accountable for the healthy, sustainable operations of the organization and achievement of all financial and operational targets. Taking direction from the Chief Executive Officer (CEO), the COO ensures that the strategies, processes and systems are in place and upheld to effectively and efficiently run the organization.

The COO is also expected to work hands-on where and when needed with our philosophy of *no job is too small*.

PROTECTION OF ROOT CELLAR ASSETS AND DRIVING PROFITABILITY

Includes the core financial and asset management responsibilities of a COO.

- Fosters fluency and buy-in within the organization on identifying and managing the factors which increase profitability and decrease profitability.
- Responsible for the overall operational profitability of The Root Cellar in alignment and support of the values and culture.
- Builds a culture of accountability for service excellence, high quality and unswerving standards.
- Oversees the entire day-to-day operations and monitors progress and traction in achieving the measures and targets.
- Clearly understands the impact and implication of strategic and operational decisions on all areas of the organization.
- Quickly learns and understands complicated financial and business concepts that drive profitability.
- In consultation with the CEO, develops capital plans and annual budgets.
- Creates and upholds management reporting that enables the Owners to review and track progress, identifies key issues that require attention, collaborates on ideas and solutions, working with due diligence as stewards of The Root Cellar.

INFLUENCE AND LEADERSHIP

Includes the leadership, team management, modelling and setting our culture and values, and individual relationship skills and behaviors required to be a successful COO.

- Ensures that all decisions and actions are validated against The Root Cellar values: ***Integrity, Sunshine, and Sustainability***
- Ensures the Executive and Leadership Teams as well as team members “live, eat and breathe” the values that make us unique.
- Personally demonstrates all the corporate values of integrity.
- Is committed to gathering support and buy in from executive and leadership teams on initiatives, policies, and procedures, through influence vs positional power.
- Takes appropriate and decisive action in dealing with issues affecting the operation or customers, which include internal issues, customer concerns or individual performance management on the senior leadership team.

- Coaching and developing the leadership skills in the Management Team and builds and mentors the executive team to work collectively to achieve goals.
- Actively works to retain and grow both Leadership and Team Members by providing career and development support for achievement of goals.
- Identifies high-potential employees and ensures succession plans are in place for all management roles.
- Focuses on proactive leadership development and coaching to avoid unnecessary performance management when expectations fall short.
- Is available and accessible: Ensures the leadership team feels comfortable approaching and discussing issues.
- Is visible within the organization and spends time within all areas of the organization.
- Engages people to feel they are valuable members and able to contribute to our success.
- Provides informal and formal feedback to direct reports in a timely, constructive, and professional manner and regularly provides positive feedback and recognition to colleagues, leadership team and team members.
- Fosters an environment where leaders and other team members can be innovative and try new things respecting established policies and procedures.
- Demonstrates exceptional communication skills in all interpersonal, written, and verbal interactions.
- Leverages their ability to develop strong interpersonal business relationships to influence and guide others.
- Is aware of the impact of one's own individual leadership style on others.
- Is accountable for ensuring a high quality of leadership with a growth mindset.
- Is not afraid to make tough decisions. Does what is right not what is easy.
- Fosters a high level of accountability to results, policy and procedure at all levels.

IMPLEMENTING STRATEGIC PLAN AND DIRECTION

The role of the COO in executing the overall business strategy for The Root Cellar and driving that strategy to ensure effective implementation.

- Provides leadership to the executive team in implementing overall strategic direction, vision, and goal setting for The Root Cellar.
- Works with the executive team and applies own expertise to assess business opportunities and determine viability of long-term projects.
- Bases strategic ideas on reliable data and research.
- Ensures that strategic direction and initiatives are clearly understood and executed by executive team through consensus and continuously monitors progress and milestones.
- Reinforces a consistent focus on the customer and community experience to ensure satisfaction in all strategic decisions.
- Demonstrates respect, consideration and encourages the ideas of other members of the executive and leadership teams.
- Links all strategic decisions in support and enhancement of the overall culture and values of The Root Cellar.
- Stays informed on industry and professional trends and issues to add that perspective to strategic decisions.

GOVERNANCE

The role of the COO in ensuring proper governance over the operations and decision-making process of The Root Cellar

- Demonstrates honesty and integrity in dealing with all governance issues, upholding and ensuring compliance of all policies, regulations and best practices to ensure the organization always maintains the highest level of standards.
- Participates in community and business events which maximize and enhance The Root Cellar's image, brand and reputation.

DRIVER OF CHANGE

The responsibility of the COO to drive a high quantity of change through the organization.

- Focuses attention on clearly communicating change initiatives to leaders and team members. This includes effective change management - leading with '*why*,' describing the change, executing the plan, supporting implementation and following up to ensure the change process is successful.
- Shows flexibility, considers the suggestions and feedback of all leadership teams and builds consensus in designing the implementation of change.
- Deals with resistance to change through the use of strong skills in negotiation, influence, and interpersonal understanding as opposed to demanding compliance.
- Sets clear and measurable objectives for any change initiative to achieve the successful implementation and ensure results are achieved.

REQUIRED QUALIFICATIONS

- 5+ years of executive level management experience in the grocery industry with proven results required.
- Experience working in fast-paced, entrepreneurial and dynamic environments.
- An extensive background and experience in business management.
- A degree in a relevant field with a combination of education and related professional experience preferred.

Team Member's First Name	Last Name	Date (mm/dd/yyyy)
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