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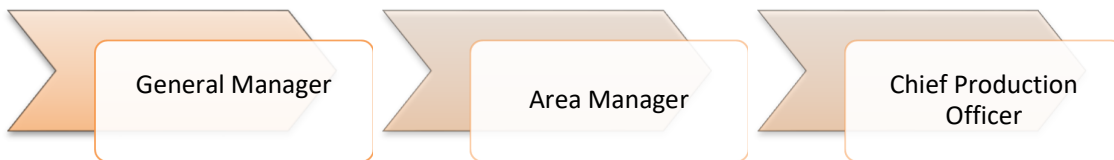
General Manager/ Agricultural Crop farm manager	Version
	5 April 2018

JOB PROFILE – General Manager

JOB INFORMATION

Job title:	General Manager		
Paterson band:		Division:	Operations
Reports to:	Area Manager	Line Manager to:	Farm manager, Assistant Farm Manager/ Section Supervisors

CAREER PATH / CURRENT ORGANOGRAM:



JOB REQUIREMENTS*

MINIMUM EDUCATION / QUALIFICATIONS:

Type of qualification
Senior certificate/ Grade 12
Relevant tertiary qualification related to agriculture and/or Preferably a minimum of 7 years' experience

EXPERIENCE:

Duration of experience	Nature of experience
7 years' experience in a related role	Experience in multiple variety management and large areas of production

SPECIAL REQUIREMENTS (INCL. JOB-FIT):

Requirement
Psychometric test
Financial and business management/competency

** These job requirements are a guideline, and may change based on company requirements and management decision.*

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JOB DESCRIPTION

PURPOSE OF THE JOB:

The General manager is responsible for the daily planning, organisation, supervision and administration of activities on the farms/business units. The position is thus responsible for the financial and physical performance of the farms/business units. This will involve implementing the short and long term business plans of the employer. There is likely to be a high degree of autonomy and the general manager will be expected to drive the business. This role will also include responsibility for recruiting and managing staff.

KEY RELATIONSHIPS:

The position is linked to all sections of the farms/business units, thus working closely with farm managers, assistant farm managers, section supervisors, general employees, administrative and financial employees as well as the pack house managers.

KEY PERFORMANCE AREAS (KPA):

Key Performance Area	Main Responsibilities
1. Business management	• Contribute to the overall business' strategic planning, develop and set plans to operationalise the employer's overall business' strategy; • Organise, plan, and prioritise work by developing specific goals and objectives to accomplish; • Ensure that operational business risks are identified early and mitigated; • Constantly R & D for latest trends and the farm's best practices;
2. Production management	• Directs and coordinates worker activities, such as planting, irrigation, chemical application, harvesting, grading, payroll, and recordkeeping; • Analyse soil and leaf to determine type and quantity of fertilizer required for maximum production; • Inspects orchards and fields to determine maturity dates of crops and to estimate potential crop; • Ensure farm targets are achieved as identified in the strategic plan, i.e. farm development and harvesting;

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	• Ensure the maintenance of the farm as per prescribed procedures and standards; • Address any discrepancies with regard to meeting set targets and employ relevant interventions; • Entomology; • Plans and directs development and production of hybrid plant varieties with high yield or disease and insect resistant characteristics; • Inspects orchards and fields to determine maturity dates of crops or to estimate potential crop damage from weather; • Coordinates growing activities with those of engineering, equipment maintenance, packing houses, and other related departments • Monitor and Practice Good Agricultural Practices(GAP) • Orchard and farm maintenance
3. Administration and finance	• Prepare annual budgets and maintain accurate financial records; • Oversee the purchase of crops, farm equipment, fertilisers and any required agricultural products • Monitoring and managing of record keeping of all farm documents and management systems; • Monitor and management of Records of information, such as production, farm management practices, and allocated stock in written or electronic form, • Prepares financial and operational reports;

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	• Monitoring and compliance of all financial management systems and SOP's • Monitor and manage financial resources, financial systems, budgets and Operate within the approved budgets; • Monitor progress against budget and ensure that trends or variances are reported to the Line Manager on a weekly basis • Submit required reports to the Line Manager at stipulated time periods; • Monitoring, analysing and recording of information, such as production, farm management practices, and parent stock, and prepares financial and operational reports
4. Human Resources Management	• Monitor and analyse and be directly involved with the hiring, induction, discharges, transfers, and promotion of workers, enforcement of safety regulations, and interprets policies; • Adhere to legislation and employer policies and procedures with regard to employee management, e.g. Health & Safety Act, Employment Equity Act, Basic Conditions of Employment Act, Labour Relations Act, etc.; • Monitor and enforce employee adherence to employer's policies, procedures and practices; • Ensure adequate workforce for the efficient and effective operation of the farm; • Monitor and set performance standards in collaboration with employees and monitor performance; • Ensure employee development and capacitation; • Direct, guide and motivate employees

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5. Asset management	• Purchases machinery, equipment, and supplies, such as tractors, seed, fertilizer, and chemicals; • Inspects equipment to ensure proper functioning. • Ensure routine maintenance and proper handling of equipment
6. Compliance	• Ensure compliance and adherence to the industry regulations, e.g. SIZA, Global G.A.P; • Ensure and enforce compliance to the company's policies, procedures and practices; • Determines procedural changes in drying, grading, storage, and shipment for greater efficiency and accuracy; • Ensure quality assurance as per established company procedures • Monitoring and Adherence to all company instructions and SOP
7. Interpersonal relations and communication	• Communicate with Farm managers, assistant farm managers, supervisors, peers, or subordinates by providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person; • Compliance of correct channels of communication in all levels of internal and external structures, including all stakeholders and communities. • Communicate with persons outside the company by representing the company to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail;

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	Gets information by observing, receiving, and otherwise obtaining information from all relevant sources.
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KEY COMPETENCIES (KNOWLEDGE AND SKILLS)

Functional / Technical	Leadership / Behavioral
- Computer and ITC (Information, Technology & Communication) proficient - Good agricultural practices and crop production; - An understanding of basic human resources legislation, especially those relevant to everyday operations (e.g. absenteeism and leave, health & safety, working hours, etc.); - Proficient in Financial management. - Understanding of economic, accounting and cost management principles	Excellent planning and organisational skills; Knowledge of stress management principles; Assertiveness; Strong analytic and problem solving skills; Conflict management skills; Time management skills; Decision-making skills; Interpersonal relations skills; Leadership skills; Team building skills; Diversity management skills; Negotiation skills; Coordination skills; Basic presentation skills Coaching skills Emotional Intelligence People orientated Self-disciplined Ability to work under pressure; Detail and results orientated

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