

## **VISION**

*Our success as a top New England farm-to-table destination and hospitality brand will build our own self-sufficiency as a farming property, support other local farmers, and allow for continued investment in our property and our team's financial and personal advancement.*

## **MISSION**

*We brought back the farm to the farmhouse to create a destination where guests are delighted with special spaces, creative events, superb hospitality, and the transformation of local ingredients into scrumptious global cuisine.*

## **PASTRY CHEF/BRANDING MANAGER**

**To Be Hired Summer-Winter 2022**

### **Position Description**

#### *General Description:*

This position will be part of the Management Team and has nine primary responsibilities to help GrazingGoats, Inc. (dba Colby Hill Inn & The Grazing Room) achieve its mission and meet its monthly and annual goals:

- 1) To develop a seasonal and diverse pastry menu, in collaboration with the Chef Proprietor, to include baked goods and desserts for breakfast, dinner, event services, and retail sales;
- 2) To lead the production of the pastry menu and special requests, overseeing any support staff;
- 3) To plan for any equipment and inventory needs well in advance and work with management team to budget and secure those items;
- 4) To lead the overall in-house approach to food styling and food branding
- 5) To serve as an in-house photographer of our operations, products, property, guest experiences;

- 6) To plan and develop marketing campaigns in collaboration with the Chief INNOvation Officer and others as required;
- 7) To lend design support and input to the Event Designer for special events and private dining experiences;
- 8) To support the kitchen operations for sanitation, safety, organization and proper closing/security procedures; and,
- 9) To learn Front of the House procedures to provide support to guest services as required.

This position will assist with special events or high-demand service times as required outside of normal hours with respect to personal time.

All staff are expected to promote the Inn and encourage dining, lodging and participation in special events to people they know and meet.

#### **Support Goals Related to Business Objectives:**

1. Maintain a 4.5 or higher star on Yelp and Trip Advisor, and receive at least two new positive reviews per month
2. Build new revenue streams for gift shop and retail sales
3. Weekly Guest Covers for dining exceed an average of 130 guests
4. Increase return dinner guest rate and build external guests for breakfast
5. Increase the volume of private dining experiences and special events
6. Implement green operating procedures and contribute to supporting and strengthening existing practices.
7. Smooth inventory system, improved product quality and cost-effectiveness
8. Supportive, safe, effective and friendly work environment

#### **Performance Measures**

- Daily Revenue and Guest Tracking
- Increased product development
- Referrals and reservations made for dinner, events and meetings
- Stronger sense of brand and mission awareness
- Increased measurables for green initiatives
- Increased followers on social media and stronger responses from all marketing
- Inventory constantly in stock and cost savings
- Guest book logs and online reviews
- Gift shop sales and inventory tracking
- Outside guests for breakfast
- Staff relations

## **Compensation & Benefits**

We are offering a package based upon an annual salary range of \$55,000-\$62,000 for an average five-day work-week of 40 hours (may vary from 36-55 hours, depending upon business volume).

**Housing.** Due to the unique skills required for this position, and the high likeability that a candidate will need to relocate, we are offering the opportunity to rent our one-bedroom apartment, which has a full kitchen and laundry room, for a salary reduction of \$9,000 per year. This benefit is valued, inclusive of utilities, at \$1,600 per month (\$19,200 per year). If the candidate should choose to move elsewhere during their career with GrazingGoats, Inc., the salary would be returned to its normal base amount.

Other benefits include:

**Paid personal leave:** In the first year, the candidate will be eligible for 5 days of paid personal leave for any personal use with requests in advance (\*no more than 2 to be used prior to 90 days), or by telephone for sickness or emergencies. A total of 10 days will be granted on the first-year anniversary. Upon the fifth-year anniversary, leave will be increased to 15 days. A total of three days may be carried over into the next calendar year for no longer than 6 months. Please **DO NOT TEXT sick days or requests for days off**, but rather speak to the Chief INNOvation Officer on the phone or in person.

**401k participation:** All employees are eligible to designate a percentage of their pay after 1,000 service hours; we provide a matching employer contribution of up to 3% of your contribution.

**Health insurance:** After 90 days, the candidate will have the option to elect both dental and/or vision insurance coverage at full cost to the corporation. The candidate may also submit a personal health insurance statement for reimbursement of up to \$250 per month (we intend to increase this benefit in the future).

**Profit Sharing:** Profit sharing will be a new benefit in 2023, and it is dependent upon meeting our milestones for the year. We will meet as a full team in late May 2022 to outline our business plan and milestones for the remainder of 2022 as well as a program for team member participation in profit sharing. All full-time management staff, with higher than satisfactory reviews, will be entitled to participate in the profit-sharing program. Team member's share in the program will grow with each consecutive year of employment.