

# **SALES AND MARKETING JOB DESCRIPTIONS**

## **CEO/GENERAL MANAGER**

Manages and directs the affairs of the association in accordance with the by-laws, policies and objectives established by the Board of Directors.

## **CONTROLLER/ACCOUNTING MANAGER**

Performs accurate and timely accounting of the company's operations and maintains responsibility for company assets. Provides financial and operational information for management and the Board of Directors.

## **OFFICE MANAGER**

Ensures the smooth running of the office on a day-to-day basis. May manage a team of administrative or support staff.

## **HUMAN RESOURCES DIRECTOR**

Is responsible for establishing and maintaining employment and hiring policies and procedures. Insures compliance with applicable Federal and State employment laws and regulations.

## **INFORMATION SYSTEMS/NETWORK MANAGER**

Is responsible for the design, implementation, and maintenance of information systems and technology, including intracompany information flow and communication with customers, growers and vendors.

## **INFORMATION TECHNOLOGY SPECIALIST**

Is responsible for the maintenance of IT systems hardware and software.

## **ACCOUNTING/INVOICING CLERK**

Is responsible for the coordination of all vendor billings and timely payment of the same. Knowledgeable in accounts payable accounting procedures.

## **PAYROLL ACCOUNTANT/SUPERVISOR**

Responsible for gathering payroll information and coordinating payroll payment. Knowledgeable in payroll accounting procedures. May perform routine HR functions under the direction of the HR Manager.

## **SALES DIRECTOR/VP OF SALES**

Is responsible for domestic and export sales. Has the responsibility to coordinate the efforts of both the domestic sales manager and export sales manager.

## **DOMESTIC SALES MANAGER**

Is responsible for domestic sales, and resolving issues with buyers. Generates and enhances the sale of fruit in the U.S. and develops strategies to meet the needs of U.S. buyers.

## **DOMESTIC SALES REPRESENTATIVE**

Creates and maintains relationships with domestic buyers. Coordinates the needs of domestic buyers with warehouse inventory.

**EXPORT SALES MANAGER**

Is responsible for export sales, and resolving issues with international buyers. Generates and enhances the sale of fruit in other countries and develops strategies to meet the needs of international buyers.

**EXPORT SALES REPRESENTATIVE**

Creates and maintains relationships with international buyers. Coordinates the needs of international buyers with warehouse inventory.

**SALES ASSISTANTS**

Assist sales staff in routine sales activities to provide quality customer service and maximize sales.

**MARKETING DIRECTOR/VP OF MARKETING**

Oversees the marketing department and is primarily responsible for strategizing and implementing the organization's marketing campaigns.

**MARKETING/PROMOTION MANAGER**

Under the direction of the marketing director/VP of marketing, analyze the industry trends and demand for fruit to create a strategy to market and promote sales.

**MARKETING/DATA ANALYST**

Analyzes demographic data, consumer buying and selling habits, looks at competitors' pricing. Identifies what is selling and what people are buying in an effort to understand the market and assist the rest of the marketing team in making efficient strategies based upon accurate data.

**CATEGORY MANAGEMENT**

Maximizes the company's profit from selling products within a specific category. Collects data on consumer behavior to translate it into meaningful information.

**QUALITY CONTROL MANAGER**

Works with the warehouse quality control teams to design and implement integrated quality control systems and programs.

**QUALITY CONTROL SPECIALISTS**

Under the direction of the quality control manager, performs inspections on packing line operations and finished goods to implement and perform quality control programs and procedures.

**INVENTORY/LOGISTICS MANAGER**

Organizes the storage and distribution of inventory. Ensures that the right fruit is delivered to the right location on time.

**LOGISTICS SPECIALIST/DISPATCH**

Works with the inventory/logistics manager in coordinating the transportation of goods. Communicates with trucking companies to pick up and drop off goods.

# WAREHOUSE JOB DESCRIPTIONS

## SALARY POSITIONS

### **CEO/GENERAL MANAGER**

Manages and directs the affairs of the association in accordance with the by-laws, policies and objectives established by the Board of Directors.

### **EXECUTIVE ASSISTANT**

Performs duties that enhance the executives' effectiveness. Includes scheduling appointments and travel, coordinating meetings, handling correspondence and communication. May overlap with other administrative positions.

### **CONTROLLER/OFFICE MANAGER**

May perform duties similar to the Controller/Chief Financial Officer, but is primarily tasked with coordinating the activities of accounting and office staff. This position is likely relevant in smaller operations where the responsibility for financial accountability and reporting is assumed by the General Manager.

### **CONTROLLER/CHIEF FINANCIAL OFFICER**

Performs accurate and timely accounting of the company's operations and maintains responsibility for company and company controlled grower assets. Provides financial and operational information for management and the Board of Directors.

### **HUMAN RESOURCES MANAGER**

Is responsible for establishing and maintaining employment and hiring policies and procedures. Ensures compliance with applicable Federal and State employment laws and regulations.

### **INFORMATION SYSTEMS/NETWORK MANAGER**

Is responsible for the design, implementation and maintenance of information systems and technology, including intracompany information flow and communication with customers, growers and vendors.

### **INFORMATION TECHNOLOGY SPECIALIST**

Is responsible for the maintenance of IT systems hardware and software.

### **GROWER/FRUIT ACCOUNTANT**

Is responsible for maintaining grower accounts and records. Performs pool closing procedures, maintains packout records and implements grower payments.

### **ACCOUNTS PAYABLE ACCOUNTANT**

Is responsible for the coordination of all vendor billings and timely payment of the same. Knowledgeable in accounts payable accounting procedures.

**PAYROLL ACCOUNTANT**

Gathers payroll information and coordinates payroll payment. Knowledgeable in payroll accounting procedures. May perform routine HR functions under the direction of the HR Manager.

**PURCHASING & DISTRIBUTION MANAGER**

Supervises all supply sales activities, purchasing, inventory activities and warehouse personnel.

**PURCHASING AGENT/INVENTORY CONTROL ANALYST**

Maintains targeted inventory levels and reviews inventory levels to anticipate possible shortages.

**RECEPTIONIST**

Performs visitor sign-in procedures and fields general telephone inquiries. May perform general office and administrative secretary functions.

**DISPATCHER**

Is responsible for coordinating shipment of customer orders.

**OPERATIONS/PRODUCTION MANAGER**

Is generally responsible for all components of the production function of the warehouse. Oversees the receipt and storage of fruit, and the process of converting orchard run fruit into cartons of sorted and graded fruit ready for shipment to customers.

**SAFETY/COMPLIANCE MANAGER**

Oversees the safety of operations and ensures compliance to applicable industrial safety rules and regulations.

**QUALITY CONTROL MANAGER**

Is responsible for overall design and implementation of warehouse quality control systems and programs.

**FOOD SAFETY MANAGER**

Is responsible for the design and implementation of the warehouse food safety program.

**FIELD SERVICES MANAGER**

Provides horticultural and agricultural advice to growers. Helps determine the company's fruit production priorities and communicates them to growers. Coordinates orderly harvest timing, recruiting and contracting with new grower/members.

**FIELDMEN**

Are the Company's front-line communicators with growers. They are responsible for: developing and maintaining grower rapport, recommending appropriate chemical and horticultural practices, and coordinating harvest timing where appropriate.

**PRESIZE SUPERVISOR**

Maintains operational control of presize personnel and facilities.

**SORTING SUPERVISOR**

Ensures proper grading of fruit under relevant size and quality standards. Supervises sorters and operation of sorting equipment.

**PACKING SUPERVISOR**

Functions under the direction of the Production Manager to maintain operational control of packing personnel and facilities.

**PACKING LINE SUPERVISOR**

Has responsibility for the packing portion of the production line operation. Supervises packers and packing equipment.

**SUPPLY SUPERVISOR**

Ensures that adequate inventory levels are maintained for warehouse packing line materials. Is responsible for receiving, storing and distributing all packing supplies.

**SHIPPING SUPERVISOR**

Ensures that packed fruit is palletized, stored and loaded into trucks efficiently.

**REFRIGERATION SUPERVISOR**

Directs the operation, repair and maintenance of refrigeration equipment at all CA and regular storage facilities.

**JANITORIAL SUPERVISOR**

Ensures that the janitorial and ground maintenance of company property is completed in an efficient manner.

**LINE SANITATION SUPERVISOR**

Is responsible for directing crews and managing supplies needed to clean packing lines between shifts. Manages the warehouse sanitation aspect of food safety.

**HOURLY POSITIONS****PACKING HOUSE TRUCK DRIVER**

During harvest, is responsible for pickup and delivery of fruit to receiving facilities. During the balance of the year, this employee hauls fruit stored at various satellite warehouses to the plant and hauls back empty bins.

**RECEIVING CLERK**

Is responsible for accurate recording of orchard run fruit by variety and bin count.

**FORKLIFT OPERATOR**

Is responsible for safe and efficient operation of forklifts.

**SORTER**

This position manually sorts fruit according to shape, color, maturity and size.

**SIZER TECHNICIAN**

Is responsible for effective operation of sizing equipment.

**BIN FILLER OPERATOR**

During pre-size operations, ensures that fruit is properly segregated by size, grade, grower date and variety. Maintains integrity of grower lot identification through tagging of filled bins.

**PRE-SIZE GRADE AND CULL ANALYST**

This position is responsible for the grade analysis and pressure testing of the pre-sized fruit.

**BIN REPAIR TECHNICIAN**

Provides for an adequate supply of useable bins, both in the warehouse and for delivery to growers.

**BIN DUMPER**

Operates the bin dumper in an efficient manner in order to ensure an adequate flow of fruit to the packing line.

**PACKER**

Operates carton fillers and hand packs fruit for subsequent shipment.

**BOX MACHINE OPERATOR**

Assembles and provides boxes to the packers on the packing line.

**STAMPER**

Ensures packed boxes have proper markings and have been recorded for inventory and accounting purposes.

**GLUE AND STRAP MACHINE OPERATOR**

Ensures that packed boxes have an adequate amount of adhesive and have a strap applied.

**PACKING LINE ATTENDANT**

Maintains an adequate supply of packing materials for the continuous efficient operation of the packing lines.

**PACKING LINE TECHNICIAN**

Maintains and repairs packing line machinery and equipment.

**SEGREGATOR**

Separates packed fruit by hand palletization by variety, size and grade for storage and shipment.

**LOADER**

Ensures the careful and efficient stacking of packed fruit for loading in trucks and rail cars.

**SHIPPING CLERK**

Ensures that paperwork and inspections needed for fruit shipment are in proper order.

**REFRIGERATION MECHANIC**

Ensures the safe, efficient and proper operation of all refrigerated storage rooms.

**FORKLIFT MECHANIC**

Servicing and maintains forklifts for safety, efficiency and reliability.

**AUTO/TRUCK MECHANIC**

Ensures that company rolling stock is properly maintained and repaired.

**WAREHOUSE EQUIPMENT MECHANIC**

Ensures the smooth efficient operation of the pre-size and packing lines. This is accomplished through a regular schedule of timely maintenance and upkeep of all related equipment.

**ELECTRICIAN**

Ensures that all electrical components of office, pre-size and packing equipment function in a safe and efficient manner. This position requires a current electrician's license.

**JANITOR**

Ensures that the warehouse buildings and equipment are maintained in an efficient and orderly manner.

**QUALITY CONTROL TECHNICIAN**

Is responsible for gathering quality control information through inspection or other means for the purpose of implementing quality control programs.

**LINE SANITATION WORKER**

Under the direction of the line sanitation supervisor, cleans and sanitizes the packing line.