



Ontario's largest lavender farm, and a Canada 150 Garden Experience winner in 2017, is hiring a Business Manager to join the company during a time of growth and expansion. Offering products and events centered around their organic lavender crop, Terre Bleu is a go-to destination for people seeking a unique agricultural experience focused on education, sustainability and well-being. The Business Manager will work strategically to ensure new operations and processes align with the brand, vision and success the farm has had since opening in 2014.

## Business Manager

### Milton, Ontario

Reporting to the CEO, you will:

- Collaborate, develop and execute the strategic plan for the business, focusing on the four main business divisions: farm, retail, manufacturing and agri-tourism
- Maintain and enrich the retail business model through wholesale and e-commerce channels for lavender-based product offerings and on-farm events
- Oversee the planning, marketing and delivery of on-farm events, connecting with current and potential customers through social media platforms
- Be a big-picture thinker to continuously improve product marketing, branding and digital media strategies based on direct customer feedback and business analytics
- Manage program budgets, company finances and conduct analysis to drive decision-making related to new investments, resource allocation and enhance on- and off-farm customer experiences and interactions
- Mentor and lead a team of permanent, full-time staff and seasonal summer workers
- Manage day-to-day farm operations and the development of new facilities, programs and events

Your background includes:

- 5+ years of leadership experience in roles that focus on customer, product and/or event development, with experience managing and/or coordinating teams
- Experience within the farming/horticulture, health & wellness or food industries are an asset
- Bachelor's Degree preferred. MBA, financial designation(s) (e.g. CFA, CPA) and/or demonstrated continuous learning activities add value to future growth with Terre Bleu
- Passionate about building and growing businesses that connect with local communities
- A proven ability to lead and plan with an analytical mindset that isn't afraid to fail
- An inspirational attitude towards your work, communication and management style, with an out-of-the-box approach to idea creation and design thinking
- Tech savvy with an aptitude for learning, and experience using macOS and cloud-based POS, accounting and retail or e-commerce software
- Excellent organizational and multitasking skills with a strong attention to detail

This position will require some extended hours and weekends during the peak operating season (typically June-September) balanced by work from home and down time opportunities during off season months.

**To learn more about this position and our client, contact Brook Coatsworth at [BMC@litherlandco.com](mailto:BMC@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting "Business Manager - #181023"**

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