



Job Title: General Manager
Department: Administrative
Reports To: Vice President
Supervises: Store and/or Department Managers
Job Group: First/Mid-Level Officials and Managers
Exempt or Non-Exempt: Exempt

Job Description:

This individual will provide leadership in evaluating, allocating, and managing human, physical, and financial resources in the development and deployment of the business plan. He/she will provide a work environment that will optimize the profitable growth of the business, the personal growth of team members, and the satisfaction of customers.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

Specific Duties Include:

- Lead and align cross-functional operations across sales, parts, and service to ensure efficient execution and a consistent customer experience.
- Manage the evaluation, allocation, and management of physical and financial resources and administer the hiring, development/training, management, evaluation, and effective assignment of people resources.
- Lead the development and deployment of a comprehensive strategic business plan in alignment with the organization's financial and operational objectives; including but not limited to annual store benchmarks and budget.
- Accountable for ensuring all RDO Equipment Co. policies and procedures are followed within the store.
- Coach and mentor store team members on a regular basis.
- Ensure customer satisfaction. Work with all departments to know the customer's current and future expectations and work to resolve customer concerns.
- Drive revenue growth, market share, and profitability through strategic planning, pricing discipline, and operational execution.
- Ensure that appropriate communications take place throughout the location/s by facilitating/participating in monthly open-book meetings, conducting regular team meetings, encouraging an open-door policy, and proactively seeking feedback from team members.
- Foster an engaged work environment within the location/s, encouraging accountability, open communication, teamwork, and a commitment to serving the customer.

- Champion a customer-first culture that drives long-term relationships, proactive problem solving, and consistent delivery of high-quality solutions.
- Ensure that the company/location reputation and image in the community is consistent with RDO Equipment Co.'s Core Values, and that business relationships with all stakeholders are not compromised.
- Responsible for ensuring that sound and safe business practices and processes are implemented and continuously improved to effectively and efficiently achieve ethical business objectives.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Proactively seek and participate in available company-sponsored training, in an effort to develop and advance knowledge base and skill set.
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

Job Requirements:

- Proven ability to lead, develop, and retain leadership teams.
- Strong business acumen with ability to interpret financial statements and operational metrics.
- Demonstrated experience managing P&L and achieving revenue and profitability targets.
- Demonstrates strong analytical and problem-solving skills.
- Possesses knowledge of John Deere, construction, and/or Vermeer dealership operations, preferred.
- Exhibits excellent customer service, communication (written and verbal), and computer skills.
- Holds a college degree, preferred.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting				X
Walking		X		
Standing			X	
Bending (neck)		X		
Bending (waist)		X		
Squatting		X		
Climbing		X		
Kneeling		X		
Crawling		X		
Twisting (neck)		X		
Twisting (waist)		X		

Hand Use: Dominant Hand Right___ Left___			X	
Is repetitive use of hand required?				
Simple Grasping			X	
Power Grasping	X			
Fine Manipulation			X	
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Lifting:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			
76-100 lbs.	X			
Carrying:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment?			X	