



# Gorst Rural

Leading provider of  
Agricultural Services since  
1987

## Business Development and Retail Services Manager



### Career Package

Senior Management Team opportunity.  
Help nurture our team, grow our  
commercial footprint, and enhance our  
customer experience.

Recruitment Partners:



# About Us

Gorst Rural is a rural retail and service business based at Lake Bolac in Western Victoria. We have been in operation since 1987, and remain a family-owned and operated business.

As a leading retailer of agricultural supplies and services in Western Victoria for decades, we have earned the region's trust and reputation as the leading providers of individualised, dedicated and passionate expertise.

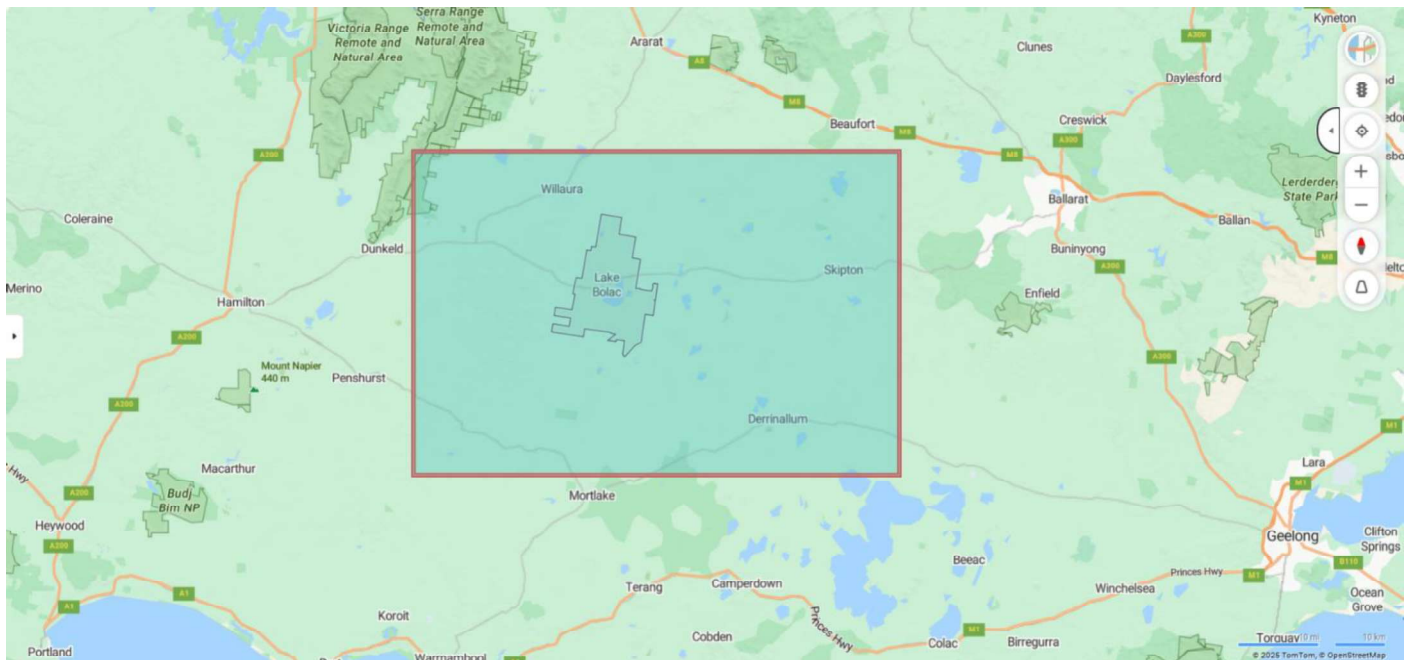
Today, the company is known as a trusted provider of specialised agronomy and livestock advisory services, as well as suppliers of all seed, chemical, fertiliser and animal production requirements as well as general merchandise, fencing, and grain storage/handling equipment.

## Our service region

Clean, green and a stones throw from the sea!

With head office operations in Lake Bolac, as well as locations in Willaura, Tatyoon, Skipton and Derrinallum, we are well positioned to service the entire Western Victoria region.

Our region provides housing affordability, access to acreage style properties in close proximity to work, leading schools, and a great blend of national attractions with the world renowned Halls Gap, Goldfields, and Great Ocean Road in our 'daytrip zone'.

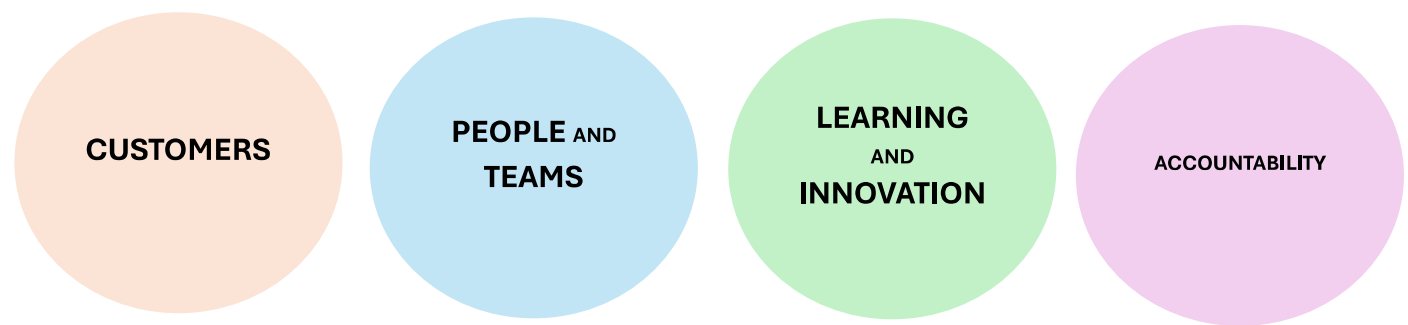


**‘We’re proud to be part of the rural community. It’s something we’ve grown up in, and we’re the people we are today because of it.’**

# Our Leadership Team

<b>Susan Gorst</b> Director		<b>Cam Conboy</b> GM / Director	
Davina Stacy Commercial Manager	Scott Kumnick Operations Manager	Robbie Neale Retail Team Manager and Senior Livestock Advisor (Outgoing)	Vacant Business Development and Retail Services Manager

# Our Values



- **Customers**
- **People and Teams**
- **Learning and Innovation**
- **Accountability**

Gorst Rural Values are strongly shaped by the ethos of our business founder, the late Peter Gorst, and his legacy lives on through these Values.

Peter always maintained a strong customer service focus, and combined with his sharp business acumen, he helped his clients become some of the most successful in the region.

Old fashioned customer service has always been a cornerstone of Gorst Rural, and that also continues today, with a strong presence in the local community.

# The Role

## Business Development and Retail Services Manager

Reports To:	<b>Cam Conboy (GM / Director)</b>
Substantive Work Location:	<b>Lake Bolac</b>
Employment Status:	<b>Full-time, ongoing</b>
Direct Reports:	<b>Branch Managers</b>
Leadership Level:	<b>Senior Management Team</b>

### Position Purpose

The *Business Development and Retail Services Manager* plays a crucial role in driving customer engagement, sales growth, and the expansion of the Gorst business footprint.

This role provides leadership and support to the branch managers and retail teams, ensuring excellence in customer service, store operations, and business development. By leading from the front, the Manager builds strong client relationships, mentors branch leaders, and fosters a collaborative, accountable culture aligned with senior management team (SMT) values.

By combining customer focus with leadership and operational excellence, the Business Development and Retail Services Manager ensures the organisation remains competitive, customer-centric, and growth-oriented. This is only possible through internally strong relationships with the field services, category managers and commercial team members.

### Key Responsibilities

#### *Customer Engagement & Sales Growth*

- Support branch managers to strengthen client engagement activities.
- Shift focus toward prospective business opportunities with both existing and new customers.
- Maintain strong on-farm presence, building and sustaining client relationships.

#### *Leadership & Team Development*

- Provide leadership support to the retail team, ensuring effective operations and growth in customer engagement.
- Mentor branch managers to develop leadership and business development skills.
- Lead a collaborative, accountable team culture that advances organisational values.

#### *Retail Operations*

- Maintain focus on customer service, store presentation, and operational standards.
- Oversee product delivery and service quality to customers.

- Ensure stock control, systems, and safety management are consistently applied at branch level.

#### *Cross-Functional Collaboration*

- Liaise with Operations and Category Managers to align retail team requirements with inventory supply.
- Ensure effective communication and coordination across teams.
- Facilitate regular team meetings, including weekly online and monthly face-to-face sessions.

#### **Key Focus Areas**

1. Customer relationships and experience
2. Sales growth
3. Product delivery and service excellence
4. Store presentation and image
5. Community presence and reputation
6. Stock control, systems, and safety management

# The Person

We are looking for someone who thrives on building relationships, enjoys being out in front of people, enjoys the satisfaction of ‘closing the deal’, and brings energy and positivity to their workplace interactions.

You will have experience in the agricultural sector, and be passionate about local primary production. Your experience will mean that you understand the sector: its challenges, opportunities, and the unique needs of our clientele.

You’ll be the kind of leader who inspires confidence in your team, engages customers with genuine enthusiasm, and keeps a sharp eye on both the big picture and the day-to-day details.

If you’re motivated by growth, collaboration, and making a real impact in the rural industry, this role will give you the platform to succeed.

## **Required Experience & Attributes – Key Selection Criteria**

- **Industry Experience:** Transferable senior, practical experience in the rural/agriculture industry.
- **Technical Skills:** Strong knowledge of the agricultural sector, including agricultural retail operations, customer engagement, and business development.
- **Leadership Skills:** Proven ability to lead teams, mentor managers, and foster accountability in a values-driven manner (that is, you do it with a firm understanding of culture).
- **Personal Attributes:**
  - People-oriented, and customer-focused.
  - Strong communication and relationship-building skills.
  - Aligned with SMT culture and values, bringing people along the journey.
  - Demonstrates initiative, resilience, and a growth mindset.

## Flexibility and Relocation

We know that taking on a new role is a big step. This position is full-time, but we’re happy to explore flexible arrangements if that helps the right person succeed.

If relocation is part of your journey, we’ll provide support to make the move as seamless as possible including helping your induction into our community – schools, sports and the things that are most important to you.

## Further Information

Gorst Rural is proudly partnering with our long-term expert advisors - Agribusiness (Experts in Ag recruitment and placements), and Leadology (HR and Culture Strategists).

Confidential enquiries are welcomed direct to our partners via:



Andrew, Nick, Peter, Cameron or Wayne  
on **1300 247 421**

Catriona via e: **catriona@leadology.com.au**

Further information about the Gorst Rural business can be found at [www.gorstrural.com.au](http://www.gorstrural.com.au)

## To Apply

If this sounds like you, we'd love to hear from you. Please submit your application including a **cover letter addressing the Key Selection Criteria and resume** to [apply@agrecruit.com.au](mailto:apply@agrecruit.com.au), quoting J3673, or apply via [www.agrecruit.com.au](http://www.agrecruit.com.au)

Applications will be reviewed as they are received, so we encourage you to apply early to ensure full consideration. This role will remain open until the right candidate is appointed.

Agribusiness Recruitment Pty Ltd thanks all applicants. Only those selected for interview will be contacted.

