



Gorst Rural

BRANCH MANAGER

Lake Bolac

Career Package

Lead Gorst's Lake Bolac branch with a focus on customer service, strong client relationships, and operational excellence, driving Gorst Rural's reputation as the region's trusted agricultural partner.

GROW YOUR LEADERSHIP CAREER IN A SUPPORTED TEAM ENVIRONMENT

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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.

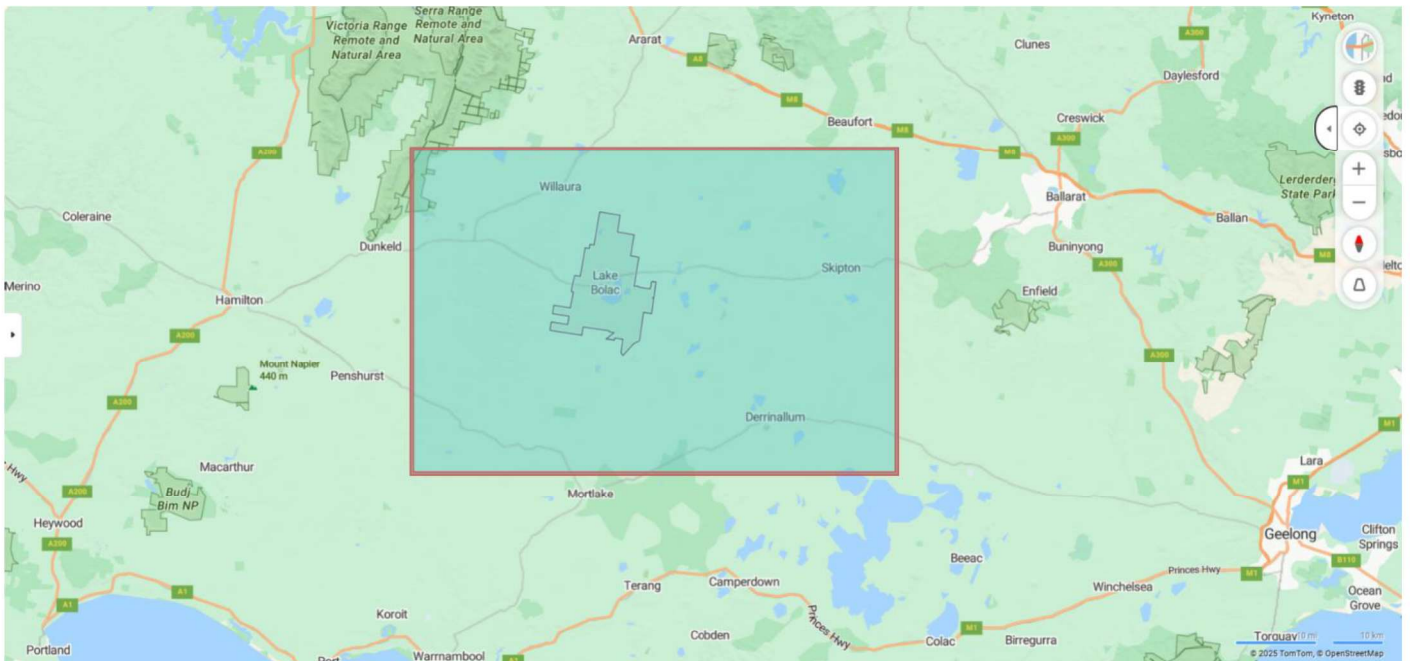
Today, the company is known as a trusted provider of specialised agronomy and livestock advisory services, as well as suppliers of all seed, chemical, fertiliser and animal production requirements as well as general merchandise, fencing, and grain storage/handling equipment.

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

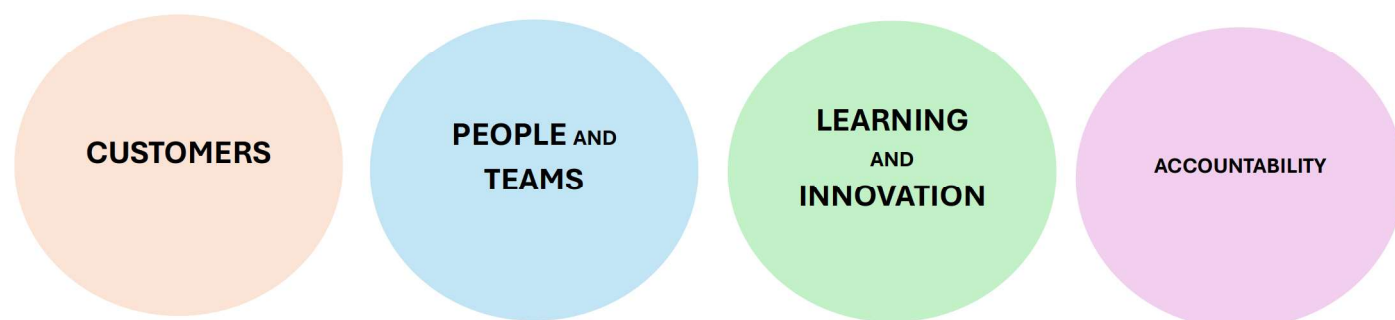
Susan Gorst Director	Cam Conboy GM / Director
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Davina Stacy Commercial Manager	Scott Kumnick Operations Manager	Robbie Neale Business Development and Retail Services Manager
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Branch Management Structure

Branch Manager LAKE BOLAC	Branch Manager SKIPTON	Branch Manager DERRINALLUM	Branch Manager WILLAURA	Branch Manager TATYOON
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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

Branch Manager – Lake Bolac

Reports To:	Robbie Neale (BDM and Retail Services Manager)
Work Location:	Lake Bolac
Employment Status:	Full-time, ongoing (part-time by negotiation for the right candidate)
Direct Reports:	Branch Team Members – Lake Bolac
Leadership Level:	Branch Manager Level

Position Purpose

The *Branch Manager* is responsible for the overall leadership, performance, and day-to-day operations of the Lake Bolac branch. This role ensures exceptional customer service, strong client engagement, effective inventory control, and achievement of sales and financial targets — all while maintaining high operational standards and a positive, accountable team culture.

The Branch Manager plays a key role in strengthening relationships with local producers, supporting the retail team, and ensuring the branch operates safely, efficiently, and in alignment with Gorst Rural's values.

As the largest Gorst site, the Lake Bolac Branch Manager role is multi-disciplinary, and key to the overall leadership of Gorst. This role represents an opportunity for career and leadership growth.

Key Responsibilities

Staff Management & Leadership

- Lead, mentor, and develop all branch staff.
- Drive a positive, accountable, “can-do” culture.
- Manage rostering, staffing levels, and team performance.
- Ensure WHS compliance and uphold company policies.

Customer Service Excellence

- Deliver high standard customer service
- Respond promptly to enquiries
- Resolve customer issues effectively
- Lead by example in customer interaction
- Maintain strong product knowledge

Client Engagement and Relationship Management

- Build relationships with key producers and clients
- Provide tailored product and service solutions
- Engage via store, farm visits, and follow-up
- Collaborate with agronomy and livestock teams
- Support local marketing and community engagement

Sales and Business Development

- Achieve sales and margin targets
- Grow revenue across product categories
- Monitor trends and drive improvements
- Promote seasonal campaigns
- Maintain pricing accuracy and margin discipline

Inventory Management

- Oversee stock receivals and branch transfers
- Maintain optimal stock levels
- Manage slow or obsolete stock
- Ensure compliance in storage and handling
- Conduct stocktakes and control variances

Operational Management

- Manage day-to-day store operations
- Oversee budgets and financial performance
- Ensure accurate administration and records
- Maintain store presentation standards
- Coordinate logistics and deliveries
- Drive continuous improvement

Key Focus Areas

1. Customer relationships and experience
2. Sales and margin 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're looking for someone who thrives in a customer-facing environment, enjoys building relationships, and brings energy, positivity, and commercial awareness to their work.

You'll understand local farming systems, enjoy being part of the rural community, and take pride in delivering high-quality service. You'll be a leader who inspires confidence, supports your team, and balances big-picture thinking with hands-on operational focus.

If you're motivated by growth, collaboration, and making a real impact in the rural industry, this role offers a rewarding opportunity.

Required Experience & Attributes – *Key Selection Criteria*

- **Industry Experience:** Transferable practical experience in rural retail, agriculture, or related sectors with a focus on people and store leadership (or ability to use technical experience to step readily into leadership).
- **Technical Skills:** Strong knowledge of rural products and farming systems, and understanding of inventory, financial performance, and retail operations.
- **Leadership Skills:** Proven ability to lead and mentor staff; ability to foster accountability and a positive team culture; and strong communication and relationship-building skills.
- **Personal Attributes:**
 - Customer-focused and people-oriented.
 - Ethical, reliable, and accountable.
 - Strong time management and problem-solving skills.
 - Continuous improvement mindset.
- **Qualifications and Licences**
 - Current driver's licence essential.
 - Forklift licence and Agsafe accreditation desirable.

Values & Behaviours

The Branch Manager is expected to model Gorst Rural's values through:

- **Customer Service Orientation** – timely, accurate, and proactive service.
- **People & Team Focus** – collaboration, respect, and reliability.
- **Accountability** – owning outcomes and ensuring high standards.
- **Learning & Innovation** – staying current, improving systems, and generating solutions.

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

Confidential enquiries are welcomed direct to Gorst's Retail Services Manager Robbie Neale at robbie@gorstrural.com.au or mobile 0428 681 300, or to our Workforce Development partner, Catriona Hardiman of Leadology via catriona@leadology.com.au

Further information about the Gorst Rural business can be found at 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 our recruitment partner *Leadology* via catriona@leadology.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.



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