



Title: HORTICULTURALIST
Reports to: Garden Center Manager
FLSA Status: Non-Exempt

Approved: *Nicole L. Hansen* **Date:** 08/2020

SUMMARY: Assist the Garden Center in sales, marketing, merchandizing, product selection, purchasing, outreach and trainings in regards to plants, gardening and lawn care.

DUTIES AND RESPONSIBILITIES

(The following list is not a comprehensive but highlights the major areas of responsibility for the position)

1. Sales, Marketing and Merchandising

- a. Lead sales associate for garden-related items and offer support to customers on plant variety selection for gardens and landscape use that include but are not limited to:
 - i. Landscape trees, shrubs and perennials
 - ii. Annual bedding plants
 - iii. Garden seeds, vegetable plants and fruit crops
 - iv. Lawns
- b. Provide support on planting, fertilizer, pruning, cultural questions on disease and pest issues and other plant care topics.
- c. Proficient in plant and weed identification.
- d. Research, develop and promote Organic and IPM (integrated pest management) solutions to lawn and garden care.
- e. Coordinate with marketing department on promotions, brochures and events to promote sales and education.
- f. Manage merchandising of product inside and outside the store.

2. Product Selection and Purchasing

- a. Lead the selection efforts of garden seeds, plants, annuals, bedding plants, perennials, trees and shrubs.
- b. Involve other staff in the selection process, staying up to date on the latest offerings and industry trends and lead the effort in product offerings for organic plant health care.

3. Outreach and Training's

- a. Coordinate garden outreach activities with an emphasis on IPM and Organic gardening & lawn care.

- b. Facilitate in-store seminars, plan and deliver radio show program, blog articles focused on garden topics and manage customer questions/problems and offer solutions.
 - c. Train staff members on physical plant care, sales and other garden related items.
 - d. Attend relevant trade shows, conferences, seminars, online education opportunities; visit and tour vendors.
4. **Ensure compliance with all company policies, state and federal law licensing requirements regarding seed sales and treatment.**
5. **Attend and participate in staff meetings and training sessions as required by the Albert Lea Seed House.**
6. **Perform other job and work related responsibilities, tasks and projects as needed or assigned.**

QUALIFICATIONS

Knowledge, Skills and Personal Attributes

- Demonstrate the ability to plan, prioritize and organize to effectively manage multiple projects and activities with minimal direction. Respond to change in a flexible manner to meet evolving department needs.
- Communicate effectively verbally and in writing – is comfortable and effective at speaking to groups of employees. Is cooperative, accommodating and exhibits a customer service attitude.
- Exhibit a high degree of ethical conduct and discretion. Exercise good judgement and exemplify professional behavior at all times with accountability, integrity and follow-through.
- Remain current on all required trainings and certifications.
- Adhere to department procedures regarding punctuality and attendance and exhibit flexibility and cooperation with shift scheduling.
- Support the Albert Lea Seed House mission.

Education, Credentials and Experience

- Bachelor's degree in Horticulture with 3-5 years' direct experience required.
- Proficient in Microsoft Office products, accurate keyboarding and general office equipment familiarity.
- Strong organization and communications skills and attention to detail.
- Ability to multitask and stay focused while dealing with multiple interruptions.

Physical Demands

- Must be able to sit and stand for extended periods of time.
- Must be able to lift 50 pounds without assistance and 50+ pounds with assistance.
- Bending, twisting and reaching conducive to both an office and warehouse environment.

This position description is intended as a guideline and is not intended to be all inclusive or exact, or construed as an expressed or implied contract. Changing business needs require revisions to job specifications and Albert Lea Seed House reserves the right to change or modify position requirements at any time.

I have read and understand the above position description.

Employee Signature

Date