



Native Plant Nursery: Manager of Marketing & Sales / Nursery Grower

Summary:

The Natural Garden, an ecological landscaping, native plant nursery, and habitat restoration company is seeking a highly motivated, highly qualified, individual to join our small nursery team. If you have a passion for plants with demonstrated skills in marketing and sales, we encourage you to apply for this position.

We are a relatively new and growing nursery in search of the right person to help us promote the importance of, and capitalize on the growing demand for, the use of native plants in home gardens and habitat restoration projects. The successful applicant will aid the Nursery Manager in the growing of healthy, market-ready plants and take a leading role in the marketing and sales of nursery stock.

Job Responsibilities: Manager of Marketing and Sales (45%)

- Direct and implement outreach to consumers and potential clients, including cold-calls, face-to-face education and promotion, and written materials (e.g. plant marketing signage and plant catalogue).
- Lead continued development of our marketing and sales strategy and protocols, from concept, to design, to the detailed reality.
- Manage 1-3 staff at farmer's markets and other retail locations.
- Manage sales inventory and logistics.
- Coordinate with our landscape project managers on plant stock and logistics for planting projects.
- Communicate and strategize with Nursery Manager about improvements, sales, and planning.

Job Responsibilities: Nursery Grower (45%)

- Help stratify and seed hundreds of native perennials and pot up native shrubs and trees.
- Monitor and record plant development and health. Monitor growing environments and the appropriate functioning of greenhouse and irrigation systems.
- Participate in regular tasks such as watering, weeding, and fertilization.
- Maintain and organize tools, supplies, and stations to promote a clean, safe and efficient working environment.
- Help in the installation, maintenance and replacement of nursery infrastructure.

Other Duties: (10%)

- The Natural Garden promotes cross-training: You may be asked to join the field team or perform other duties as needs arise.
-



Relationships:

- This position reports to the Nursery Manager and will relate to Field Managers, Landscape Designers and others in the course of their work. The position will manage staff involved in retail sales (initially 1-3, part-time)

Competencies & Experience Required:

- Excellent written and oral communication and demonstrated ability to lead marketing and sales projects.
- Knowledge of plants and a desire to know our native species in depth. Horticultural education and/or experience in a nursery setting preferred.
- Inspired and excited about growing a new native plant nursery.
- Motivated and on time, efficient and organized.
- Have reliable transportation and a smartphone.
- Have weekend (particularly Saturday) availability in Spring and Fall.
- Able to work long hours standing and perform repeated lifting in all kinds of weather conditions.
- Ability to drive manual transmission and haul trailers preferred.

Terms:

- **Hours:** 40 hours a week with seasonal variation which increases at times to 50+ hours a week during busy seasons.
- **Compensation:** Based on experience, abilities, and skills: \$15-\$20 an hour with a two year agreement and options for paid vacation and time off as well as profit sharing.
- **Full time position:** *"Manager of Marketing and Sales / Nursery Grower"* is open immediately starting now.

Contact:

- **Contact:** Candidates interested in this position should provide a resume, three relevant work references, and request an application by contacting Jonathan Schrag: jonathan(at)thenaturalgarden.net. To learn more about The Natural Garden, go to www.thenaturalgarden.net or visit [The Natural Garden](#) on Facebook.