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Job Description:       **Nursery Manager**

Reports to:             Garden Center Manager

Position Purpose:

- To effectively and efficiently direct the day-to-day operations and activities of the garden center with the goal of helping create maximum sales and profitability.
- To supervise and maintain inventory quality and quantity, product mix
- To work with department leads to establish relationships with vendors, finding new suppliers
- To maintain a clean, neat, organized and professionally pleasing facility.
- To set the pace for achieving company goals.
- Back-Up Manager and Manager on Duty in absence of Garden Center Manager

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### **Position Responsibilities:**

#### **Product Management**

1. **Layout** – Organize, facilitate and maintain seasonal layout of Garden Center
2. **Receiving** – Coordinate staff according to SOP for efficient unloading and placement of retail goods. Monitor quality control of incoming merchandise
3. **Pricing** – Coordinate all product pricing according to SOP
4. **Labeling** – Direct the production, placement and retention of all labels for all inventory items
5. **Signage** – Coordinate all signage needs and placement and maintain sign inventory
6. **Merchandising** – Direct all merchandising of plants and related products to facilitate efficient use of space, traffic flow, customer excitement and maximum sales
7. **Maintenance** – Coordinate plant and product maintenance (watering, fertilizing, pest and disease control, pruning, weed control and overall appearance)
8. **Quality Control** – Ensure that the presentation of all plants and products is of the highest quality according to SOP. Monitor and record products taken from inventory due to poor quality.
9. **Inventory** – Guide purchasing decisions to maintain correct inventory levels.
  - o Supervise physical inventory counts on a regular basis according to SOP
10. **Advertising/Marketing** – Provide input on current and future advertising and marketing strategies

#### **Facility Management:**

1. See that the facility is maintained for effective and efficient use, maximizing all strengths while minimizing any weaknesses
2. Safety/Security – Be aware of employee and customer safety concerns and ways to prevent accidents



3. Maintain plants, products and displays

### **Personnel Management:**

1. **Employee development**

- o Professionally motivate, challenge, reward and recognize individual employees to maximize contribution to increased sales and productivity.
- o Conduct evaluations of employee performance and development
- o Conduct semi-annual Professional Development Review with all full-time employees

2. **Sales Training**

- o Direct sales training in the areas of product knowledge, customer sales and service, added value selling and company standard operating procedures (SOP)

3. **Scheduling**

- o Establish, maintain and adjust as necessary, weekly and daily staffing schedules with HR Manager

4. **Establish and maintain productivity levels**

5. **Monitor job performance on a constant basis**

### **Customer Service**

1. Respond to all customer service problems and be able to identify areas needing immediate attention
2. Develop customer services that will help increase business and maintain present customer base
3. Coordinate the information/education programs to help customers become better skilled gardeners

### **Financial Management**

1. **Sales Goals** – Direct and motivate sales team towards the successful achievement of sales goals determined by management and sales teams
2. **Supplies** – Maintain adequate control of the use of operating supplies used by the sales team and employees
3. **Budgets** – Assist in establishing monthly and yearly purchasing and operating budgets

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear and taste or smell.

The employee must occasionally lift and/or move up to 50 pounds.

Each BNP person is an integral part of the overall success. To keep BNP operating at an efficient, effective and profitable level, all BNP members are asked to assist in different areas of the operation and to perform tasks that are outside of their day-to-day responsibilities. However, *exceptional customer service is every BNP employee and leader's responsibility*