



NURSERIES

8920 Howe Road
Wonder Lake, IL 60097
815-653-9293



18101 Route 176
PO Box 261
Union, IL 60180
815-728-0977

Job Description: NURSERIES DIRECTOR / GENERAL MANAGER	
Reports to: Owner	Department: Nurseries
Location: Wonder Lake	Date: 7/1/19

The following is a list of specific duties which are considered to be essential functions of the Nurseries Director position. The list is not exhaustive as all positions at Acres Enterprises, Inc. are dynamic. This is consistent with our need to be flexible and responsive to the needs of our customers. The employee who occupies this position is expected to assume any/all duties assigned by management irrespective of whether such duties are specifically included in this list. While an effort has been made to thoroughly describe the customary manner in which this job is performed, reasonable accommodation will be made for qualified individuals with disabilities who may not be able to perform the job in the manner indicated.

MAJOR OBJECTIVES:

The main objectives of the Nurseries Director position are to oversee all operations of Goodmark Nursery, LLC. and South Branch Nurseries, Inc., produce annual budget for both locations, oversee all sales for both locations, forecast five year landscape and nursery trends in order to line out appropriate material, manage harvesting schedules, continue to explore new and improved varieties of material to grow, and train and develop nursery staff. The Director of Nurseries will also maintain a positive image for Acres and the nurseries in the field and in the industry.

EXPECTED OUTCOMES:

- Achieve budgeted profit and sales goals
- Sustain profitable growth
- Effective & efficient staff
- Satisfied clients
- Quality work. Quality product.
- Safe operations
- Effective SOP's

ESSENTIAL FUNCTIONS:

- Produce annual budget for both locations and achieve budgeted goals.
- Oversee all sales for both locations following goals presented in budgets.
 - Continue to build existing customer portfolios.
 - Continue to add new customers.
- Forecast five-year landscape and nursery trends in order to line out appropriate material. Work with the sales, inventory and production managers to identify, order and plant annual liners.
- Continue to explore new and improved varieties of material to grow.
- Manage harvesting schedules and overall efficient nursery production operations.
 - Make sure all orders are being processed in timely and horticulturally sound manner.
 - Assure lean methodologies / the most cost-effective procedures are being utilized.
 - Forecast growth for season in conjunction with the inventory manager.
 - Forecast how many trees to hold back to grow for larger sizes.
 - Determine blocks that need to clear for new production.
- Train management staff and continue their skill development. Some key focal areas include:
 - Budget understanding
 - Hours management

- Top line sales dollars
 - Materials costs
 - Fuel, equipment & vehicle costs, etc.
- Lean management techniques
- Sales techniques and customer service
- Horticulture knowledge
- Pesticide usage
- Oversee nursery marketing in conjunction with the sales manager and VP of marketing focusing on specific promotions to enhance sales, availability communication, customer appreciation, promotional materials and customer specific events.
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 - Maintain safety awareness and achieve annual safety goals. Promote tailgate safety talks and other preventive safety activities.
 - Ensure all policies, procedure, and rules are being followed and those that violate are appropriately disciplined;
 - Assure safety and compliant pesticide usage.
- Purchase wholesale material
 - Establish quantity needed to supplement inventory shortages as well as product we do not grow.
 - Follow budget to help determine these quantities.
- Identify and purchase new equipment
 - Continue to renew fleet
 - Improve efficiencies of operation.
- Continue to develop and improve pesticide program and education.
 - Identify newest chemicals and those that have been discontinued.
 - Oversee maintaining of chemical usage log
 - Oversee maintaining MSDS log
- Oversee efficient shop and office operations.

REQUISITE KNOWLEDGE, SKILLS, & ABILITIES:

- Ability to effectively coordinate and complete numerous activities simultaneously.
- Ability to identify problems and work in conjunction with others to implement effective solutions.
- Independent judgment to develop creative solution to spontaneous problems that may arise.
- Excellent communication skills, both written and verbal.
- Able to work effectively under pressure.

PREREQUISITES:

- Three (3) to five (5) years business management experience.
- Valid Illinois driver's license.

Employee Signature

Manager Signature

Date

Date