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Job Posting

Young Plant Program Manager

Date Posted: March 15, 2023

Location: Welby Gardens/Hardy Boy Plants, Arvada, Colorado

Please Contact

Irene McFarland

For consideration, send resume to: irenem@hardyboyplant.com

Compensation:

\$45,000 - \$60,000 plus based on experience

Company Benefits:

- Medical
- Dental
- Vision Reimbursement
- PTO
- 401 (k) -4% Company Match

COMPANY OVERVIEW: Welby Gardens LLC has been in business for over 75 years. Our goal is to provide the best product to all our customers. Today we strive to create a working environment that is safe, productive, and fun. Welby Gardens will continue to recruit the best talent and provide an environment that our employees can succeed.

SUMMARY: Manages the Hardystarts brand, which is the young plant division of Welby Gardens LLC. works closely with suppliers, brokers and customers to cultivate strong partnerships and young plant sales programs. Develop special product promotions and marketing campaigns to drive sales. Quality check crops and processes to improve program.

REPORTS TO: Sales Manager

DUTIES AND RESPONSIBILITIES:

- Work closely with the Production Manager to select new plant varieties and trial programs.
- Quality check crops with growers and facility managers.
- Develop strategic marketing programs through broker networks.
- Design and select exclusive plant offerings with breeding partners.
- Troubleshoot program processes and implement improvements.
- Oversee catalog design and all program marketing.
- Trade show planning, attendance and execution.
- Promotional event planning.
- Communicate with the Logistics Manager to ensure profitability while building trucking programs.
- Communicate with the Inventory Manager to keep inventory processes streamlined.

- Maintains key relationships with breeders, brokers and customers.
- Develop sales presentations.
- Answer in-coming phone calls.
- Generate new and repeat sales by providing product knowledge and new programs.
- Accurately process customer transactions (order entry, invoicing & quotes)
- Increase sales and average order sized by means of cross-selling, up-selling, add on sales and offering promotional sale items.
- Monitor schedule shipment date to ensure efficient routes, timely delivery and expedite as needed.
- Follow up with customers to ensure customer satisfaction and resolve any complaints.
- Fill requests for catalogs, information or samples.

SKILLS AND SPECIFICATIONS:

- Experience in the industry is a plus
- Motivation for sales, planning, coaching
- Market knowledge
- Ability to develop and follow budgets
- Great at developing strong relationships
- Ability to communicate effectively
- Ability to utilize effective selling skills
- Highly knowledgeable of PCs, Windows, Microsoft Office, Internet, Social Media, and Picas is a plus

EDUCATION AND/OR EXPERIENCE:

Bachelor's Degree and 5 years of Sales and Marketing Experience

WORK ENVIROMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

PHYSICAL REQUIREMENTS:

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.

- Ability to walk and stand throughout facility.
- Ability to move and lift 25lb trays of product.
- Ability to push/pull completed carts up to 80 lbs.
- Ability to operate motorized cart as needed.
- Ability to bend or kneel repeatedly throughout the workday.
- Ability to travel as needed.