

Garden Center Assistant Manager

Primary Objectives:

You understand that when customers visit a garden center, they are looking for the highest quality service, best value, and excellent advice to help make their landscape thrive. This position is responsible for making that happen through garden center staff that are responsive to customer needs and deliver outstanding service all day, every day. You and your team ensure merchandise, products, plants, and the garden center, overall, looks its best, is inviting and enables customers to find what they need. Your team helps customers find the products that will help their landscape become healthy and beautiful.

The Garden Center Assistant Manager position ensures product lines are available and sales, inventory, and expenditures are monitored and meet a set budget. Our organization looks to this role to develop and implement plans to improve and grow the garden center. Duties include interviewing, training, scheduling, and appraising staff to create a high-performing garden center team. Profitable results are only realized with proper and effective sales staff management, enforcement of responsibilities, and assurance of complete customer satisfaction.

Responsibilities:

Personnel Management

- Develop and motivate the garden center team to be knowledgeable, customer focused, and efficient in carrying out the many duties of the department.
- Understand customer trends, business trends, and peak periods to develop and manage personnel scheduling to meet budgets and control payroll hours.
- Create, implement, and oversee daily tasks and documents all functions for payroll and operation review.
- Take the lead in interviewing, training, coaching, appraising, rewarding, and coaching sales associates.

Customer Service

- Develop sales team and lead by example in actively seeking out ways to provide the highest-quality customer service to every person that visits the garden center.
- Encourage, coach, and support to ensure that customer respect, professionalism, and enthusiasm is an integral part of every team member's role and responsibility.
- Possess and develop effective listening and communication skills among yourself and others, including a sense of urgency in delivering timely and friendly service to every customer.
- Stress the importance and skill of handling customer complaints, compliments, and comments among every team member and personally ensure each customer input is acknowledged and addressed.

Product Knowledge and Care

- Take responsibility for knowing the garden center product line and ensure staff understand what products can be cross-sold, special offers and sales.
- Ensure garden center looks clean and at its best by keeping displays full, tidy, and organized, dust plants and gift areas, deadhead and maintain all plants for best appearance.
- Understand and implement sun/shade and water requirements for all plants and ensure proper administration techniques of fertilizers, weed kills, and repellants.
- Determine and coordinate watering needs for all plant products and ensure implementation of the watering schedule.

Operational and Financial

- Ensure the garden center opens and closes at prescribed times, interact with vendors for orders and shipping, receive and verify the accuracy of deliveries and invoices, and enter information in the POS system.
- Assist in operational reports analysis and enforce business operations system, making recommendations for improvement to senior management.
- Develop and confirm inventory controls are in place, prepare for physical inventory by ensuring the products on the sales floor, greenhouse, grounds, and stockroom are in order and easily accessible, and assist with physical count and entry.
- Manage expenses to meet company operating goals and customer service standards, assist with inside and outside store maintenance, and complete store manager duties and responsibilities in his/her absence.

Sales and Marketing

- Strive to increase growth and sales by developing and implementing creative plans and promotions, executive weekly sales advertisements and manage pricing changes, develop promotional materials, organize and assist with promotional events and publicity.
- Drive strong visual merchandising including improving and rotating displays, seasonal merchandise aisles, improve product displays, and utilize seasonal and non-seasonal end cap displays for optimal sales.
- Oversee pricing, stock, and quality control for marketing activities and continuously strive to identify opportunities to promote and cross-sell landscape design, construction, and maintenance services.
- Develop regular customer portfolios to foster customer loyalty, promote targeted products or services, and increase customer satisfaction.

Cashier Duties

- Understand and be able to open and close registers according to procedures, correctly and efficiently perform all register functions, process forms of payment, and give correct change to customers for any transaction.

- Ensure cashier and wrap area is always organized, stocked with all needed forms and supplies, and is a clean and inviting space for customers.
- Be responsible that proper procedures are followed for all cash transactions, checkouts, returns, and bank deposits.

Other Responsibilities

- Assistant manager position will accept special assignments as directed by management, attend management meetings, undertake training and development, ensure good health and safety practices are followed, and comply with Equal Opportunities Policy and Procedure in the workplace.

Requirements and Qualifications:

- A.A Degree required, Bachelor's Degree preferred – Equivalent experience will be considered.
- 2+ years in retail store management with a successful track record and increasing levels of responsibility.
- Ability to manage day-to-day operations of the store to meet or exceed company goals and standards.
- Self-starter with the ability to communicate at all levels of the organization and the drive to meet and exceed measurable objectives.
- Ability to develop, plan and execute a merchandising plan to increase sales.
- Bilingual in English and Spanish a plus.
- Accuracy, planning and organization skills.
- Excellent computer skills. Proficiency with the Microsoft® Office Suite (Word, Excel, PowerPoint, and Access) and CADD. Able to learn new software quickly.
- Strong knowledge of annuals, perennials, and tropical plants, basic garden design and horticulture is required
- Demonstrated experience driving business and building teams, with a proven ability to efficiently and professionally meet client needs
- Strong interpersonal and leadership skills; detail oriented with excellent follow-through
- Ability to prioritize and manage time effectively, combined with a sense of urgency
- Able to work a flexible work schedule, including weekend availability; during peak season every weekend will be required
- Ability to lift and move product weighing up to 50 pounds
- Ability to train, coach and develop associates at all levels.
- Excellent written and oral communication skills
- Excellent computer skills and knowledge of computer networks
- A demonstrated ability to work effectively, both independently, and as part of a team, in a demanding work environment that experiences frequent pressure
- Ability to multitask and effectively delegate and follow up
- Knowledge of basic accounting practices and be able to effectively manage cost controls
- Must be able to take the initiative with little supervision

- Must be able to work under diverse weather conditions

To apply for this job, please send you résumé to info@landscapetechnologygroup.com