**Ontario Native Plants**

**Job Description**

## **Job Overview**

Ontario Native Plants (ONP) is a division of Verbinnen’s Nursery, which sells plants grown by Verbinnen’s Nursery through the ONP website to the public via a mail order system. ONP was established in 2017. We are looking for someone to take over the running of this mail-order division. Duties involve receiving and shipping orders, customer service and working to promote sales.

ONP has just finished its second year of operation. The current level of sales has not yet reached a level requiring this to be a full time position. We have seen good sales potential after our first two years of operation and we estimate the time required to fill this position for the upcoming seasons to be as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Season** | March – April | May-June | July - August | September- October | November - February |
| **Estimated Hours/week** | 15 - 25 | up to 40 | 15-25 | 15-20 | Unknown (est. ~5hrs) |
| **Avg. # of days/week** | 3 | 5 | 3 | 2-3 | 1 |

\*Note: to avoid having orders caught in the postal system over weekends, ONP does not do any packing and shipping on Thursdays and Fridays.

**Responsibilities**

1. **Website Maintenance**

* Ensure the website is functioning well and properly
* Update website with fresh pictures and information
* Read and post any new customer feedback on the home page
* Update inventory
* Evaluate sales of each species.
* Research and potentially add new plant species

1. **Order Processing**

* Receive new orders and respond to customers
* Collect and pack orders
* Process order through Canada Post

1. **Message Response**

* Answer customer question and inquiries
* Email monthly flyers to ONP Database contacts

1. **Spring Shows**

* Attend several shows for promotion, some of which may be on Saturday.
* Select plant material to take along or sell at shows
* Prepare any other promotional material

1. **Other**

* Update Facebook page and Instagram page weekly
* Order/create promotional material (brochures, business cards, flyers)
* Monitor PayPal and transfer funds to bank account
* File paperwork
* Visually take stock counts and assess quality of the plant material
* Take pictures of unique features or blooms
* Order supplies
* Weed and cut back plants when necessary
* Brainstorm any new ideas to promote and reach out to new customers or any other new contacts
* Research new resources to gather new plant information

**Qualifications**

The individual that we are looking for must possess:

* Knowledge of and experience with plants in the outdoor landscape
* Good communication skills
* Strong organization skills
* Computer skills to the level of having experience with
  + Word processing programs
  + Spreadsheet programs (eg. Microsoft Excel)
  + Email
  + Social Media (eg. Facebook, Instagram)
* A friendly and approachable personality
* A willingness to work in all weather environments
* A physical ability to keep up with tasks that involve a lot of walking

Assets to the position include:

* Knowledge of native plants
* Experience with WordPress or other web design software
* Experience and interest in photography

**Application Deadline:** March 18, 2019.

**Employment Start Date:** End of March

**Process for Applying:**

1. We are accepting applicants to submit a resume and cover letter until March 18.
2. Upon receipt of a cover letter and resume, we will provide a short questionnaire to be filled out by each applicant to gauge the level of experience and interest.
3. After March 18 we will be contacting selected applicants to arrange interviews. Only those applicants selected for interviews will be contacted.

Please contact Alex Verbinnen if you have any questions: alex@verbinnens.com