



P.O. Box 150
St. Williams, ON
N0E 1P0

Sales and Marketing Representative

We are a large privately-owned ecological restoration business dedicated to the conservation of native biodiversity. As part of our business we operate a nursery with over 300 acres of field production area and more than 10 acres of modern greenhouse facilities. We grow and produce a wide variety of wild-type native seeds and plants including seedlings, potted and larger caliper stock. We are currently seeking a motivated individual to join our team as our Sales and Marketing Representative. The Sales and Marketing Representative is a key hands-on person, whose role is to work with the management team to develop and execute a marketing and sales strategy to increase the sales of all products at the nursery. The Sales and Marketing Representative will report to the management team and will work closely with the Nursery Production Manager, Inventory clerk, and the Order desk. The successful candidate will have a proven ability to sell and market, manage and improve customer relations, and have a keen interest in the nursery, the environment, and ecological restoration field. They will be required to take an active role in the inventory management and evaluation, developing and maintaining a pricing and availabilities list and catalogue, managing the website, and increasing sales to existing customers and acquiring new customers through a marketing and sales strategy.

The Sales and Marketing Representative will work with the management team to:

- Develop a marketing and sales strategy for all products at the nursery (Nursery stock, accessories, specialities and restoration work).
- Develop unique ways to advertise and promote the nursery and products.
- Manage the company website and on-line catalogue.
- Coordinate with the production manager and growers to ensure accurate availability of inventory and evaluation of stock, including spending time necessary in the production areas in order to be able to assess and communicate expert and specific crop information to the management team as well as clients.
- Develop a promotional strategy to sell overstocked items.
- Contribute to the production planning process by providing historical sales data and forecasted sales for all products.

- Review the competitive landscape to ensure pricing and offering is competitive and consistent with company's strategy.
- Maintain a database with current customer's and prospect's information.
- Maintain and improving relationships with customers and creating a schedule for contacting/visiting customers.
- Develop a call block to generate sales and setup appointments.
- Monitor and analysis customer's purchase history to seek opportunities for additional sales
- Coordinate with order desk to ensure customer's orders are being completely satisfied and delivered on-time.
- Create sales budget and forecast to assist in the financial management of the company.
- Participate in management meetings to provide sales and marketing updates, customer feedback, and insight into the marketplace.

Qualifications and Experience

- Experience in marketing and sales.
- Exceptional organizational and time management skills.
- Background/education in relevant natural science field (ecosystem sciences, plant biology/ecology) and/or related applied technologies (horticulture with native plant experience).
- Business background or relevant experience.
- Practical working knowledge of business software, computerized inventory tracking and financial management systems (ability in SAGE Accpac is an asset).
- Experienced and efficient with word processing (MS Office) and spreadsheet (Excel) software applications.
- Good plant taxonomic (botanical classification) and identification skills.
- Proven ability to work independently or with others (a team player).
- Excellent oral and written communication skills.
- Interest in biodiversity conservation.
- Valid driver's Licence.

Compensation to be negotiated and dependent on experience and qualifications.

Please reply in confidence by mail or to peter.carson@stwilliamsnursery.com. We thank you for your interest but we will only be replying to those selected for interviews.