Position
Manager of Field Operations

Position Summary
The Manager of Field Operations will develop, direct, and expand AmericanHort programs and member engagement in a specific geographic region in the US or Canada. Focused on creating value for existing members and recruiting new members, this role is essential to taking AmericanHort to members where they live. AmericanHort works to improve and advance the entire horticulture industry but major focus is currently on nursery and greenhouse growers, garden center retailers, and landscaping companies.

In this role you will promote the key AmericanHort programs that help members perform better, grow faster, and prepare for the future.

- **Performance** – AmericanHort helps to identify, expand, and share best practices in all aspects of the horticulture industry improving the performance of every individual, company, and the industry as a whole. Our events, education, tours, advocacy, and programming focus on best practices in grower and business operations, employee development and labor productivity, strategy and planning, financial management and investment, and utilization of systems and technology to improve your performance.

- **Growth** – We provide the necessary information and programming to expand the market, economic, consumer, operational, and business acumen that will drive the growth of our business and the industry. Armed with better information, members are improving productivity and operational efficiency, margin structure, and driving profitable growth investment in people, technology, systems, and advocacy – all resulting in increased industry profitability.

- **Future** – AmericanHort is the business partner to assemble the necessary resources to ensure productive generational business transfer and position the horticulture industry to be relevant and thriving into the future. The outcome will be more individuals and companies participating in the professional community and horticulture will be considered desirable careers for future generations.

As Manager of Field Operations you will be both ambassador and business partner helping to promote our current industry leading events focusing on education (grower, technology, business, and employee development), commerce, and professional engagement (Cultivate, Plug and Cutting, Impact Washington). But will also encourage development of targeted regional programming to strengthen the contribution AmericanHort makes to member companies. A major focus will be expanding the dialogue and engagement around state and federal advocacy, working to remove or minimize the ongoing challenges of legislative and regulatory burdens facing our horticulture businesses. And perhaps most important is helping to build the professional network and community that our industry thrives on to ensure more individuals and companies participate in the professional community.

The successful candidate will build effective partnerships with our members while representing the benefits of AmericanHort membership. They will segment customers/members based on their needs
and promote AmericanHort programs that will help each member’s business. This manager will serve as the central point of contact for all membership programs and operate as the general manager of the region. This will include creating and implementing communication campaigns to expand the effectiveness and reach of AmericanHort and represents AmericanHort interests within regional green industry organizations.

Qualifications:

- Education: Bachelor’s Degree in Horticulture, Business, or other applicable field of study; Master’s Degree preferred
- 5-7 years of experience in horticulture, agriculture, business or position in other member-based organization.
- Thorough knowledge of horticulture issues and best practices
- Ability to build effective partnerships and market ideas
- Demonstrated professional work characteristics including high initiative, dependability, and credibility
- Project management experience
- Excellent written and verbal communications skills
- Ability to maintain and deal with confidential information
- Must be well organized and comfortable interfacing with all levels of management
- Plans, organizes, and controls large work volume in fast-paced environment
- Demonstrated ability to work with minimal supervision
- Travel up to 30%