



PHS

PLANTING SEEDS. GROWING LIVES. 100 N. 20th Street - 5th floor, Philadelphia, PA 19103-1495 • 215-988-8800 • Fax: 215-988-8810 • PHSonline

GENERAL MANAGER, MEADOWBROOK FARM

ORGANIZATION SUMMARY:

*INSPIRE * TRANSFORM * BUILD * SUSTAIN*

The Pennsylvania Horticultural Society has been a visionary not-for-profit organization in the Greater Philadelphia Region since its founding in 1827. PHS organizes the annual Philadelphia International Flower Show, the world's largest and longest-running indoor flower show, which brings 250,000 visitors and creates a \$61 million economic impact to the city. PHS's Philadelphia Green helps transform lives through revolutionary programs like City Harvest, which has grown and donated 64,300 lbs of fresh produce in three years--- helping to feed 1,000 families each week of the growing season. PHS will also help lead the new Plant One Million, an ambitious program to plant one million trees in Pennsylvania, New Jersey and Delaware.

Mission: The Pennsylvania Horticultural Society motivates people to improve the quality of life and create a sense of community through horticulture.

POSITION SUMMARY:

The General Manager is responsible for all sales, training, procurement, merchandising, and customer service relating to the garden center. Additionally the General Manger is the point of coordination for volunteers, off-site stores, all events and activities, and other duties as assigned.

ESSENTIAL FUNCTIONS:

- Train all incoming and existing staff in outstanding customer service techniques
- Procure all saleable products in the retail center -both gifts and plants
- Develop a look and feel for a four season merchandising plan with a look book
- Implement the seasonal merchandising plan with scheduled roll-outs
- Train all staff members on POS function and be responsible for register tallies at the end of each day
- Coordinating and brainstorming Marketing and PR materials and the timing of their release
- Manage a customer data base for promotions and repeat customer services and benefits
- Develop and set up way finding and signage for the garden center and all products
- Develop and implement sales goals, targets, and awards for staff performance
- Coordinate with the Operations manager for maintenance of the garden center facilities
- Create a custom order management system for all specialty pieces and customer requests;
- Coordinate all material deliveries for customers; Develop new customer relationships by connecting with outside organizations, other vendors, and local property owners
- Develop and manage the volunteer corps to increase community engagement and participation
- Participate in seminars and trade shows to be on the cutting edge of products and



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design

- Develop a monthly staff schedule to provide adequate staff levels for service while watching the bottom line
- Provide bi-annual reviews for all staff members in the department
- Develop a growing list for saleable plants in coordination with the Greenhouse Manager
- Manage and schedule all events and programs at Meadowbrook and off-site
- Coordinate, design, and manage the Meadowbrook store at the flower show, Fall Garden Festival, and any other location in partnership with the Shows Department
- Insure safety of guests, employees and staff compliance of all safety rules and regulations
- Positively influence staff morale and exemplify professional behavior and attitude

EDUCATION, EXPERIENCE AND SKILLS REQUIRED:

Bachelors degree in Business, Horticulture, or related field

5-7 years of retail or management experience

Must be attracted to and committed to the mission of PHS and Meadowbrook Farm.

Creative

Motivating

Planning, managing and measuring

Decision-making

Delegation

Financial accountability

Customer focus

Project management

Relationship building

Negotiation

Business acumen

TO APPLY:

Please send a cover letter and resume to:

The Pennsylvania Horticultural Society

c/o Human Resources

100 N 20th Street

Philadelphia, PA 19103

FAX: (215) 988-8810

Email: hrphs@pennhort.org

To learn more about us, visit www.phsonline.org

Please no telephone or walk-in inquires. EOE. Only those chosen for an interview will be contacted.