



**Title:** Sales Yard Manager  
**Department:** Sales Yard  
**Location:** Waterdown

**Reporting to:** Director of Sales  
**Date issued:** 11.14.2022

The Sales Yard Manager provides leadership and direction to the Supervisors ensuring compliancy with all Connors Nursery Standards while maintaining brand integrity. Manages all staff and sales yard activities including overseeing yard maintenance, inventory levels, merchandising, all POS checkouts & transactions, weekly scheduling, staff training & performance, and staff & customer experience

This is a collaborative role, relying on personal observation, along with working with others to provide world class service to our customers

**Financial:**

- Is responsible for Key Performance Metrics (KPI's) and annual profit/loss targets as planned together with the Director and VP of Sales

**Brand Integrity / Leadership / Training:**

- Collaborates with supervisors to ensure adequate inventory & product levels and quality control while managing practices to reduce scrap, shrinkage, and tired inventory
- Exhibits and fosters an enthusiastic, proactive, and solutions-oriented attitude towards all customers, ensuring a high level of service and satisfaction
- Responds to escalated customer or staff issues/concerns in a tactful, discerning, and solution-focused fashion
- Continuously seeks to increase knowledge base of all Connors products and services

**HR:**

- While the head office hires full-time employees, the sales yard manager is responsible for the interviewing and hiring of seasonal staff (ie: checkout, loading, cleaning)
- Works with Staff Training & Development Manager to ensure effective onboarding and training of SOPs to all staff, then performance reviews on an ongoing basis
- Ensures adequate staffing levels and is accountable for the wage to sales ratios throughout the year
  
- Collaborates with Supervisors, Managers, and Human Resources in strategic planning and addressing staffing requirements and seasonal layoffs. Addresses confidential & sensitive employee issues in an effective and mature fashion



- Staff Experience:
  - Analyze what leadership can do to improve the workplace
  - Uniform enforcement
  - Team building events
  - Staff check-ins

#### **Health & Safety:**

- Ensures that a safe, hygienic, and aesthetically pleasing environment is always maintained, contributing to an exceptional Connon Experience as defined by the VP of Sales
- Ensures a safe working environment for all employees through encouraging active observation, hazard reporting, providing coaching on relevant health and safety best practices, leading by example, and ensuring compliance with policies and guidelines

#### **Customer Experience (Trade Professional & Home Gardener Markets):**

- Continuous analysis of what our customers experience:
- Yard cleanliness / tidiness
- Garden presentation – seasonal plantings
- Greeters & welcome messaging as they walk in and as they exit
- Size and speed of checkout lines
- Info desk experience, wait times for sales staff
- Café experience: free refreshment coupons to those who wait
- Loading experience for self-serve customers (trade & HG)
- Pickup lane: check-in kiosk, cue system, verification & organization of orders, loading staff, iPad training, analysis of speed of turn-around, accuracy of orders
- Order Follow-up: i.e.: working with sales team in October/November: customers who purchase conifers or cedar hedges: call to remind them to water late in the season: evergreens that freeze wet survive!

#### **Requirements**

- 5+ years' supervisory/management experience in a fast-paced, retail setting
- Previous nursery management or supervisory experience with proven leadership and organizational abilities
- Passionate about the nursery industry, sales, and customer service excellence
- Exceptional communication and interpersonal skills when interfacing with guests and employees
- Strong technological proficiency with attention to detail and an emphasis on accuracy and efficiency
- Passion & ability to flourish in a highly pressurized and fast-paced environment
  
- Proven ability to multi-task and progressively manage competing priorities
- Ability to problem solve, tackle issues head-on and in a timely fashion
- Strong decision-making skills



- Flexibility to work a variety of shifts including day, evening, weekends, and holidays including extended hours when needed. Specifically, during April 15 – June 15 black out period each year
- This job requires extended periods of walking and standing, as well as the ability to lift 50lbs and work in various weather conditions and environments
- In accordance with the profile produced in our Predictive Index index tool, the profile of the sales yard manager must exemplify independence, social skills, a high drive, and a mid to high level of detail

Connon Nurseries is an equal opportunity employer. Should you require any modifications during the interview process please connect directly with our Human Resources Manager.