

## Horticulturist Duties Outline

Specifically, I provide the ultimate, highest level of genuine valuable customer service to in-house and out of house clientele in the timeliest manner possible.

Generally, I provide horticultural support for all Jung Seed Co. employees & staff including 7 subsidiary brands.

- HPS – Horticultural Products & Services
- R.H. Shumway's
- Totally Tomatoes
- Edmunds' Roses
- Vermont Bean Seed Co.
- Roots & Rhizomes
- McClure & Zimmerman

Support, suggestions and advice is provided to CSR/call center staff via phone & email conversations on a daily, and ongoing basis. Call and email volume varies seasonally & corresponds with catalog mailings and of course with the weather. The busiest period is from Jan. to Aug. as far as customer dependence is concerned.

My office schedule is M-F 6am to 3-3:30pm, depending on seasonality, email, and call volume.

I maintain direct customer interactions via phone and email conversations, troubleshooting general garden inquiries, specific plant or product related questions, planting and care instructions pertaining to each and all brands & products offered.

Aid & support Jung Family Garden Center staff or directly with their customers via phone conversation or email correspondence regarding plant disease problems, pest ID or management issues, pruning, fertilizing, soil amendments, and any other general garden issues or advice.

I aid & support Jung's in-house nursery production staff in Randolph & Stoughton via phone calls, emails or text correspondence regarding plant disease problems, insect/pest ID or issues, or other misc. production anomalies that may occur.

Customer or staff correspondence & questions typically in following categories:

- Fruit, vegetable, and ornamental variety selection, variety characteristics, habits & care.
- Entomology with practical IPM methods & products we offer.
- Plant pathology & disease diagnosis, prevention & treatments.
- Weed identification, herbicide products & treatment options.
- Soil composition, development, fertility, along with recognition of plant nutritional deficiencies.
- Various plant ecoregions & habitats.

Annually review and update different state agricultural laws and regulations as it pertains to all company brands and plant products for intrastate shipping.

Help & advise catalog development managers with botanical content, nomenclature, proof reading and with any potential or necessary agricultural shipping restrictions.

I annually train all new hire CSR/call center staff for horticulture basics, and provide valuable operational/company background information, common customer interaction scenarios including full details of where & how to locate all of the horticultural supportive Cheat Sheets, Guides and detailed product information to make their jobs easier.

Seasonally & continually maintain, update and edit all internal company **Plant Cheat Sheets** (approx. 100 spreadsheets) for virtually all plant and seed products offered by Jung and its subsidiary brands. TEAMS/Horticulture/Files/Plant Cheat Sheets (Apples – Zinnia)

I create and write **Garden Guides & Solution Guides** for Jung Website inclusion as well as for direct customer email attachments. These are done as needed, on continual basis, mostly during shoulder seasons, or as time permits or as the need arises.

I create & write other in-house/out of house informational horticulture handouts for employee training and for customer support & education. Topics include, but are not limited to:

- Amendments & additives.
- Bulbs & Tubers.
- Plant diseases.
- Plant disorders.
- Pest management & solutions.
- Fertilizing, fertilizers and general nutritional guidelines.
- Basic to specific horticulture info.
- Roses
- Sideline descriptions and use.
- Turfgrass Issues.
- Wildflowers & Native plants.

I provide proof reading, editing and horticulture accuracy verification and give advice for social media marketing, mostly for guest written articles & similar for the advertising teams.

Perform guest speaking for entities such as Natl. Gardening Bureau, PBS Garden Expo folks, and University led Master Gardener training seminars. These can be live in person, and via Zoom/TEAMS.

I write articles for internal use Blogs etc., or for other outside periodicals like Acreage Life or Yankee publishing (Old Farmer's Almanac)

I regularly maintain open and as needed communications with other outside vendors, USDA representatives, state agriculture personnel, and cooperative extension agents and staff.

I did some training sessions via zoom for GC staff as well, that Megan & Rebecca facilitated which I believe was valuable, but none since Rebecca left.

## Summary

In a nutshell, during the busy season, I spend about 95% of my work day replying to customer/staff questions, complaints, or general cultural care inquiries via emails or phone calls and I fill in the rest of my time trying to get my other duties done.

During the shoulder seasons, I spend about 1/2 my time on writing. Doing Garden/Solution Guides, articles, producing hort. educational materials for the next season, training materials, and doing proofing or catalog supportive duties etc. The other 1/2 of my time responding to customer questions & inquiries. With any remaining time spent concentrating on doing all the plant variety spreadsheet editing and updates.

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