POSITION DESCRIPTION

Landscape Design Consultant

Ed Castro Landscape Mission

For Ed Castro Landscape to become the south’s premier landscape design, construction, maintenance and horticultural services firm. To create gardens of beauty and comfort, coupling excellent customer service. To hire, train, and retain employees that are professionals and demonstrate unparalleled thoroughness and dedication to the highest standards of quality. To offer comprehensive landscape services, and qualifications to guide projects from design concept through construction while ensuring thriving and prolific landscapes.

Position Purpose:

The Landscape Design Consultant is responsible for the residential design build sales, pricing, estimating, and client relationships. This position will lead residential design activities towards targeted markets, including prospecting, product development, dormant clients, pricing, marketing, sales support, forecasting and implementation. The Landscape Design Consultant will prepare for the Project Manager specifications, cost estimates, contract documents and obtain all field data for accurate record keeping. This position entails project objectives, standards, schedules, budgets and design - together with monitoring and control of the entire construction process. This position will require working knowledge of landscape architectural design and construction.

Reporting:

This position reports to the Design Studio Manager and the President.

Goals:

- Meet or exceed established sales goals
- Understanding of ECL and its core purpose
- Improve client base referrals
- Develop new business and sales department team
- Maintain date base for potential new clients

Key Accountabilities:

- Prospecting and developing sales inside of residential market
- Leading, developing and acting as a resource on sales plans and presentations
- Establishing sales quotas
- Responsible for proposal generation and client presentation
- Utilization of sales, marketing and promotional materials and web site
- Monitor client accounts to ensure all contractual commitments are met
- Exhibit proactive sales techniques that lead to increased revenue for the company
- Work closely with other employees to maintain and improve customer retention efforts
- Project costing and evaluation including budgets and job costs
- Ensure profitability on each project
**Background, Experience and Knowledge:**

- Installation techniques and technology
- Analyze data, evaluate sales opportunities
- Superior written and verbal communication
- Customer relations and communication
- Familiarity of ECL standards and objectives
- Job costing and budgeting
- Plant material identification and use
- Sales/sales relationship management
- Excellent presentation skills
- Computer Principles and practices of modern landscape design and construction.
- Computer software including Microsoft Office/Word/Excel/Outlook, Include Asset, E-mail and Voice mail proficiencies
- ALCA standards and ASLA missions

**Frequently Used Procedures/Guidelines:**

- Proposals, contracts
- Job analysis, billing and budgets
- Change Orders
- ECL Standards of Operation
- Include Asset Software: Job Manager, Catalog Manager, Proposal Manager, Client Manager, Call Manager, Schedule Manager, and Vendor Manager

**Education Requirements:**

BS / BA college degree in a related field and five years related sales experience. Willing, able, and capable of continuing education thru workshops, classes, and professional memberships.

**Personal Traits – This Landscape Design Consultant:**

- Does homework before making a proposal to top management
- Can deal effectively with resistant employees
- Works effectively with higher management
- Understands higher management values, how higher management operates, and how they see things
- Links responsibilities with the mission of the whole organization
- Has a pleasant disposition
- Shows interest in the needs, hopes, and dreams of other people
- Has an even temperament. Acceptance of unavoidable tension and pressure
- Can handle criticism and critiques from peers with poise
- Admits personal mistakes openly, learns from them, and moves on to correct the situation
- Relates to all kinds of individuals tactfully, from shop floor to top executive
- When working with peers from other functions or units, gains their co-operation and support
- Learns from mistakes of higher management
- Quickly masters new vocabulary and operating rules needed to understand how the business works
- Develops employees by providing challenge and opportunity
- In implementing a change, explains, answers questions, and patiently listens to concerns
- Gains commitment of others before implementing changes
- Adjust management style to changing situations
- Used good timing and common sense in negotiating; makes their point when the time is right and does it diplomatically
- Masters new work unit knowledge necessary to understand how the business works
- Voluntarily starting projects. Attemping non routine jobs and tasks
- Rewards hard work and dedication to excellence
- Uses effective listening skills to gain clarification from others
- Can effectively lead sales operation from its inception through completion
- Dependability and trustworthiness
**Position Description Updates:**

This description will be reviewed annually during the 1st quarter of our fiscal year.

Ed Castro Landscape reserves the right to alter the position description with or without notice. This position description is not a contract of employment and does not alter the employment relationship.