



About Botanicus, Inc.

Botanicus, Inc. is a diversified, eco-friendly interior landscaping company with over 40 years' experience in the live plant care industry. Botanicus' founders pioneered systems for growing, shipping, and acclimatization techniques of tropical foliage plants. We provide a wide range of landscaping services from custom designing interior gardens to meeting all your holiday decorating needs throughout Western New York.

In 1971, Botanicus opened its doors as the Plant Parlour on Main Street in Buffalo. The first plants-only retail store in Western New York, we sold bonsai, grafted cactus, succulents and small plants. By 1974, the company boasted three retail stores, a glass greenhouse in Lockport, New York, and a 28 acre nursery in Bonita Springs, Florida. In the mid-1970's, Botanicus began offering commercial plant services to businesses in the Buffalo market, expanding into Rochester in the early 80's. By 1986, operations were consolidated in order to concentrate exclusively on business customers in the Buffalo and Rochester metro areas.

In 2014 Botanicus created their e-commerce site, BotanicusGreen.com. BotanicusGreen.com offers an eco-friendly designer collection of stylish planters, pots and container accessories. Our 30-plus custom colors and finishes are UV resistant for indoors, lobbies, gardens and patios.

Botanicus' extensive experience growing and installing plants, our cutting-edge horticultural techniques, and personalized service enable us to design exquisite interior landscapes. Our highly trained technicians with combined experience of 160 years are always available to service many clients in the Western New York area.

Our hiring goal is to match the applicant's skills and natural behavior to the job requirements. Our hiring process may include 3-4 interviews and a behavioral profile analysis to be sure that the job is the right one for the prospective employee.

Since we place more importance on natural behavior, we often hire people with beginning plant experience. Our extensive training program uses our in-house PlantMaster manual, resource guides, on-the-job and workshop training. Our senior technicians will go with you periodically to evaluate and enhance your knowledge level. Horticulture is an in-exact science, and we are all still learning!

Our wages are above the industry average, and we offer benefits, even for part-time positions.

Botanicus is proud partner of The National Intiorscape Network. The NIN is an international alliance of elite companies who have united to set the standard for ethics, integrity, and premier service in the interior landscaping industry throughout the United States, Canada, and the United Kingdom.

Kathryn O'Donnell was named Top Trainer for Green Plants for Green Buildings in 2013. Over the past year she has reached over 120 architects, engineers, landscape architects and interior designers with a green message.

We are always looking for good people to join the Botanicus team. If you know of anyone who might be interested in any of our career opportunities, please give them this information. Thank you for your interest.

Kathryn O'Donnell, Serial Entrepreneur

523 Fillmore Avenue Tonawanda NY 14150 Buffalo 716.691.7200 Rochester 585.464.8333



Green Sales & Marketing Guru

Responsibility statement

Promote and encourage prospective and existing customers to purchase products and services appropriate for their needs, design attractive plant and flower installations that can be maintained and guaranteed within company standards, expand brand awareness and increase competitive position, obtain orders to achieve sales goals at or above established gross profit.

Duties

Assist President and Office Manager in providing smooth and efficient office administrative duties for Botanicus, BotanicusGreen.com, and PruneThis.com. Help and coordinate marketing efforts of our company. Coordinate marketing efforts and follow up with direct mail, email, newsletters, social media and other methods. Track marketing and advertising to determine effectiveness and results. Assist in scheduling and presenting Green Plants for Green Buildings.org "Authentically Green Interiors & Living Walls" CEU presentations to AIA, USGBC, ASID, ASLA and BOMI. Assist in lead generation with contact management software and other methods.

Requirements

- Friendly and service oriented
- Excellent oral and written communication skills
- Professional appearance and demeanor
- Desire to learn
- Maturity in manner and work habits
- Excellent computer skills including Microsoft word, excel, PowerPoint. Skills in digital photography, Photoshop, publisher and web updating a plus
- Pleasant phone voice and manner
- Ability to plan, organize and follow through
- Basic background check and drug testing

Hours & Benefits

Benefits currently include sharing the cost of single health insurance, and group life and long-term disability insurance (if eligible), all based on average hours. Botanicus currently offers a simple IRA with some level of employer matching.

Easily download our employment application.

Right click on one of the links below. Choose "save as" from the menu and save the application to your computer. Print the application; fill out the entire application (pages 1-3) sign and date.

Mail to

Botanicus, Inc.
523 Fillmore Avenue
Tonawanda, NY 14150-2510

Or FAX to:

Buffalo 716.691.5102
Rochester 585.464.8134

Botanicus, Inc. is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.



Send complete application to:
523 Fillmore Avenue Tonawanda NY 14150
Buffalo 716.691.7200 Rochester 585.464.8333

Date _____ How did you hear about us? _____

Name _____

Address _____ City _____ Zip _____

Home Phone _____ Cell Phone _____

E-Mail Address _____

What position do you desire? _____

Applying for: ___ Full-time ___ Part-time (What is your ideal Schedule days/hours?) _____

Why do you think you would like this position? _____

What special skills or training do you have, which may qualify you for work with our company?

What are the components of the ideal job for you?

How would you describe an ideal supervisor?

What goal would you like us to help you accomplish, if you came to work for us?

If applying for a position which requires driving, have you been ticketed for a moving violation in the last 3 years? If yes, please explain. _____

What salary range do you desire? to start _____ after 1 year _____

We are an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status (except where a bona fide occupational qualification applies).

Botanicus will keep completed and returned applications active for 45 days. After this time, a new application must be submitted to be considered for future openings.

Botanicus Application for Employment

Employment (start with most recent)

From _____ To _____ Employer _____
Location _____ Phone _____ Supervisor _____
Job title _____ Starting wages _____ Final wages _____
Duties _____
Reason for leaving _____

From _____ To _____ Employer _____
Location _____ Phone _____ Supervisor _____
Job title _____ Starting wages _____ Final wages _____
Duties _____
Reason for leaving _____

From _____ To _____ Employer _____
Location _____ Phone _____ Supervisor _____
Job title _____ Starting wages _____ Final wages _____
Duties _____
Reason for leaving _____

Education	name & location	From	to	Curriculum/major	Graduation
High School	_____	xxxxxx	xxxxx	_____	xxxxxxxxxxx
College	_____	_____	_____	_____	_____
Other	_____	_____	_____	_____	_____

Professional References

Name	Phone	Company
_____	_____	_____
_____	_____	_____
_____	_____	_____

Personal References

Name	Address	Phone	Yrs known
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Applicant's Statement: I certify that statements made by me on this form are true and correct. I understand that if employed, any false statement on this application can be considered cause for dismissal. I authorize investigation of all statements contained in this application for employment as may be necessary in arriving at an employment decision.

Signature _____ Date _____

Application Job Description

Job Title and Overview

Green Sales & Marketing Guru

Essential Job Functions

Assist President and Office Manager in providing smooth and efficient office administrative duties for Botanicus, BotanicusGreen.com, and PruneThis.com. Help and coordinate marketing efforts of our company. Coordinate marketing efforts and follow up with direct mail, email, newsletters, social media and other methods. Track marketing and advertising to determine effectiveness and results. Assist in scheduling and presenting Green Plants for Green Buildings.org "Authentically Green Interiors & Living Walls" CEU presentations to AIA, USGBC, ASID, ASLA and BOMI. Assist in lead generation with contact management software and other methods.

Duties include:

1. Follow and recommend sales process and activities for most effective reach and results, including tracking and review of customer and prospect database (CRM), such as periodic follow up on leads and outstanding proposals.
2. Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
3. Contact new and existing customers to discuss their needs, to explain how these needs could be met by specific products and services, demonstrate products, explain product features, and solicit orders. Provide customers with product samples and catalogs.
4. Select and recommend the correct products or assist customers in making product selections, based on customers' needs, product specifications, and applicable regulations. Answer customers' questions about products, prices, availability, product uses, or credit terms.
5. Prepare design, estimate and quote prices, credit terms, credit or contract terms, warranties, and delivery dates, and other specifications. Finalize prices with manager. Determine what marketing materials to include and compile proposal package and deliver to client.
6. Negotiate prices or terms of sales or service agreements to obtain customer approval.
7. Consult with clients after sales or contract signings to resolve problems and to provide ongoing support. Coordinate with operations for seamless delivery. Prepare sales contracts for orders obtained, and submit orders for processing.
8. Collaborate with colleagues to exchange information, such as selling strategies or marketing information. Monitor market conditions, product innovations, and competitors' products, prices, and sales.
9. Perform administrative duties, such as preparing sales budgets and reports, keeping sales records, and filing expense account reports.

I understand the description of this job and the essential functions, as given above. I also understand that all of the duties are not described above, and that I will perform those above and other related duties as directed by my supervisor and other management.

Signature _____ Date _____