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# MCKAY NURSERY COMPANY

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## Director of Customer Experience

### Waterloo, WI

McKay Nursery Company is an employee-owned (ESOP) business located in Waterloo, Wisconsin. Since 1897, McKay has been growing quality plants for wholesale and retail customers throughout Wisconsin and the United States. This full-time salaried position is eligible for a profit sharing program and a fully company paid ESOP retirement program.

### POSITION DESCRIPTION

The Director of Customer Experience is responsible for the development and implementation of initiatives that improve customer relations and brand loyalty. The Director of Customer Experience oversees customer service at the corporate retail sales level, including e-commerce and acts as a liaison between the landscape division and internal landscape design team.

### RESPONSIBILITIES

- Builds a streamlined customer service experience within the corporate retail sales department.
- Collects and analyzes customer service data to make well-informed business decisions.
- Initiates ways to increase customer satisfaction and build brand loyalty.
- Works closely with the other divisions to develop better strategies for customer experience.
- Manages customer escalation process.
- Responsible for distributing leads to the in-house design team.
- Monitors the progress and completion of landscape projects.
- Motivates and trains team members to meet company goals and push for success.
- Manages retail revenue generation, developing and executing business plans to achieve sales objectives.
- Develops long range strategic growth plans based on analysis of sales data and current and future business conditions in existing and potential markets.
- Reviews and proactively manages retail sales costs, developing and adhering to annual departmental budget.
- Manage retail sales team and department support staff and maximizes efficiencies across the whole department.
- Acts as a liaison into McKay for independent sales representatives' requests
- Working closely with our marketing team, develops marketing and advertising initiatives, including events planning.

### BEST QUALIFIED CANDIDATES WILL HAVE:

- A Bachelor's degree in Horticulture, Landscaping, Sales, Business, or Marketing.
- At least 5 years successful experience in sales and sales management, with marketing and business planning experience.
- A successful track record in managing a diverse staff



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- A demonstrated understanding of the green industry.
- A strong understanding of in-person, email and over the phone best customer service practices.
- Excellent oral and written communication skills, above average organizational skills and attention to details.
- Ability to multi-task, meet tight deadlines and consistently produce high quality product and services.
- Ability to work independently and as a team to drive results.
- A desire to work as an owner of the company, driving and seeing results of your own work efforts and the rewards that go with that success.

## CONTACT

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