Horticulture and Landscape Professions Liaison

POSITION TITLE: Horticulture and Landscape Professions Liaison
JOB NUMBER: 3009
FLSA STATUS: Exempt
Location St. Louis, Missouri United States

Contact Information
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Application Deadline 07/30/04
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ESSENTIAL FUNCTIONS:
The Horticulture and Landscape Professions Liaison (HLPL) takes lead responsibility for promoting and assessing the impact of the adoption and implementation of the Codes of Conduct* by nursery professionals, landscape architects, and botanical gardens. The Codes are designed to minimize the spread of invasive plants developed as part of the St Louis Declaration in 2001. The HLPL works cooperatively with TNCs Invasive Species Initiative, Missouri Botanical Gardens Conservation Program, the American Nursery and Landscape Association and the American Society of Landscape Architects to identify 5-10 key U.S. nursery firms and 5-10 key landscape firms around the country willing to implement the Codes to mitigate the spread of invasive plants. S/he works collaboratively with each of these firms to develop specific protocols based on the Codes of Conduct that they can use in their businesses, timelines for implementing them, and assessments to determine the impacts of these protocols on the firms and the distribution of invasive plants. Development of the protocols may require adoption or creation of agreed-upon regional lists of invasives in horticultural use and lists of non-invasive horticultural alternatives. The HLPL publicizes the efforts of these model firms in writing, public talks, website, and other media to encourage other firms adopt similar protocols and to encourage consumers to seek out firms that implement these protocols. The HLPL also communicates regularly with other organizations and individuals across the U.S. who are carrying out similar efforts such as Sustainable Conservation, state Invasive Plant Councils, Exotic Pest Plant Councils, Garden Clubs of America and various TNC state programs in order to help coordinate their efforts. The HLPL is mindful of the details necessary to make the protocols function at and for different firms while remaining focused on promoting a national-scale strategy to prevent spread of invasive plants.

The HLPL also works with the Missouri Botanical Garden, North Carolina Botanical Garden, Chicago Botanic Garden, and the University of Washington's Center for Urban Horticulture/Washington Park Arboretum to promote adoption of protocols based on the Codes of Conduct by many more botanical gardens in the U.S and abroad. Success in this position may have far-reaching importance in preventing the spread of invasive plants in the U.S. and in voluntary adoption of preventive practices by the horticulture industry, botanical gardens and consumers. The HLPL is co-supervised by the Director of TNCs Invasive Species Initiative Science Team and the Missouri
Botanic Gardens Conservation Coordinator and may supervise contractors, interns, and volunteers.

This is a two-year term position with possibility of extension. The position will be based at the Missouri Botanical Garden, in Saint Louis, Missouri.

**JOB DUTIES**

1. Work with representatives of the nursery industry and the landscape architecture industry to identify respected commercial nurseries and landscape architecture firms from across the U.S. that are willing to implement protocols based on the Codes of Conduct developed as part of the St. Louis Declaration and designed to minimize the use and distribution of invasive plants by these firms. To the extent possible, the firms selected should represent all major regions of the U.S.
2. Secure agreement to develop and implement such protocols from 5-10 nurseries and 5-10 landscape architecture firms.
3. Work with these firms to develop protocols that are acceptable to them and meet the goals of the St. Louis Declaration (minimizing the use and distribution of invasive plants within horticulture).
4. Develop and distribute educational materials and presentations to horticulture and landscape professionals about the Codes of Conduct and examples of horticulture and landscape firms that are implementing them,
5. Where desirable, help develop agreed-upon regional lists of invasive plants of horticulture that can be used for guidance in implementing the protocols.
6. Where desirable, help develop agreed-upon regional lists of non-invasive horticulturally acceptable alternatives to invasive species.
7. Assess the impact of adoption of protocols on willingness of other nurseries to follow suit, on sales of invasive species, and on consumer willingness to cease use of invasive species and seek non-invasive plants.
8. Write reports of this assessment for publication in conservation journal and horticulture journals or professional magazines.
9. Assess practicality and potential cost and importance of awarding and publicizing a seal of approval for firms that adopt protocols to minimize the use invasive species.
10. Promote adoption of protocols like those already implemented by the Missouri, Chicago and North Carolina Botanical Gardens and Morris Arboretum and by other botanical gardens and arboreta.
11. Act as coordinator for other organizations and individuals across the U.S. who are working with horticulture and landscape firms and professionals, horticultural plant wholesalers and retailers, and botanical gardens to minimize the use and distribution of invasive plants.
12. Convey the goals of position and the strategy it is based upon, TNCs Invasive Species Initiative and Missouri Botanical Gardens Conservation program to diverse groups including horticulture professionals, landscape architects, horticultural consumers (gardeners, landscape installation firms, etc.), garden writers and other journalists, donors, board members, the public and possible donors.
13. Disseminate lessons learned from the program and the strategy upon which it is based to others considering working with commercial interests to voluntarily adopt practices that will minimize harmful environmental impacts.
KNOWLEDGE/SKILLS:
1. Undergraduate degree (minimum) in a biological/natural science (e.g. conservation biology, plant biology, ecology, weed science, environmental horticulture, landscape architecture) or social marketing, public relations or related fields.
2. Six or more years experience in conservation project planning or management or horticulture, or equivalent combination of education and experience.
3. Demonstrated understanding of the invasive species threat to biological diversity from both science and policy perspectives. Experience with or understanding of nursery or landscape architecture industry a plus.
4. Familiarity with the Codes of Conduct and the St. Louis Declaration*, and other recent literature related to mitigating the spread of invasive plants by voluntary means.
5. Demonstrated skill developing educational materials and presentations for professional audiences.
6. Experience or familiarity with social science tools appropriate for assessing the impacts of the pilot program on businesses and consumers.
7. Strong computer skills, demonstrated experience in MS Office, Word, Powerpoint, and Excel. Web site/application design skills a plus
8. Able to work equally well independently and on a team.

COMPLEXITY/PROBLEM SOLVING:
1. Resolve complex issues independently and cultivate the creative ideas of others to identify potential solutions. Experiment to find creative solutions think outside the box.
2. Design, implement, and direct multiple projects on invasive non-native plant species prevention, setting deadlines and ensuring program accountability.
3. Negotiate complex high profile or sensitive agreements.

DISCRETION/LATITUDE/DECISION-MAKING:
1. Make sound decisions based on analysis, experience, and judgement.
2. Act independently within broad program goals.
3. Decisions will affect TNC staff and partners within programs and project areas and have organization-wide impact.
4. Decisions may bind the organization legally.

RESPONSIBILITY/OVERSIGHT FINANCIAL & SUPERVISORY:
1. Management experience, including ability to motivate, lead, set objectives.
2. Serve as a team coordinator for similar but independent projects that will be more effective if coordinated.
3. Responsibility and accountability for meeting departmental strategic goals and objectives.
4. Will need to maintain and gain cooperation from individuals or groups over whom there is no direct authority in order to accomplish position goals.

COMMUNICATIONS/INTERPERSONAL CONTACTS:
1. Excellent written and oral communication and presentation skills; ability to persuasively convey the goals of this strategy, TNCs Invasive Species Initiative and Missouri Botanical Gardens Conservation Program to diverse groups including horticulture professionals, landscape
architects, horticultural consumers (gardeners, landscape installation firms, etc.), garden writers and other journalists, donors, board members, the public and others.

2. Excellent interpersonal skills. Work in partnership with commercial interests and other organizations in a collaborative or advisory role.

3. Proven effectiveness in working with commercial interests and conservation organizations.

4. Prepare and present project proposals, including negotiating with private firms and conservation organizations to achieve program goals.

WORKING CONDITIONS/PHYSICAL EFFORT:
1. Ability to work effectively under pressure and meet deadlines.

2. Ability to work an irregular schedule including weekends and unpredicted schedule change, travel extensively.

3. Work requires occasional physical exertion and/or muscular strain.

PLEASE SUBMIT COVER LETTER AND RESUME OR C.V. TO:
John Randall
TNC Invasive Species Initiative
124 Robbins Hall
Weed Science Program
University of California
Davis, CA 95616 USA

You may also submit your application via e-mail to jrandall@tnc.org and a copy to bmeyersrice@TNC.ORG,

APPLICATION DEADLINE: JULY 30, 2004

*documents can be found at http://www.centerforplantconservation.org/invasives/

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