

# COMPANY MANAGER/EXECUTIVE COMMERCIAL TREE CARE

## JOB DESCRIPTION

The manager/executive position often revolves around people more than trees. Duties include coordinating field, office, and sales staffs as well as (usually) sales duties. Budgeting, hiring, promotions, equipment purchases, compliance/legal/insurance issues, and crisis management can all be a part of the responsibilities of managers/executives.

## TYPICAL BACKGROUND

Manager/executives have typically learned the business in the field, moved into sales, done well in sales, and have been promoted into managing an office or group of offices. Many have formal education in an arboricultural field, as well as management training.



## ELIGIBILITY REQUIREMENTS

Managers/executives must understand the business and be good communicators. Most, but not all, have college degrees, and most are ISA Certified Arborists. Some have college degrees in business management. Demonstrated performance in prior positions is typical.

## EDUCATION/TRAINING NEEDS

- Thorough knowledge of arboriculture
- Tree identification and diagnostics
- Plant health care
- Business management
- Communication skills
- Budget preparation and analysis
- Personnel management skills
- Project management training/skills
- Leadership skills
- Compliance issue skills

## EDUCATION TRAINING MATERIALS

- NAA Business Management Manual
- NAA Model Safety Program
- ISA: *Evaluation of Hazard Trees in Urban Areas*
- ISA: *Arborists' Certification Study Guide*
- ANSI Z133.1 Safety Standards
- ANSI A300 Standards series
- NAA Tailgate Safety Program
- Best Management Practice Series
- ISA: *Plant Health Care for Woody Ornamentals*

## CERTIFICATIONS/LICENSES

ISA Arborist Certification strongly recommended.

## TYPICAL FUTURE CAREER PATHS

As a company grows, new leadership/supervisory positions often become available on a district or regional basis. These individuals also often become active as committee members and board members of industry trade associations such as the ISA and NAA. Some may switch to other sectors of the profession or begin their own tree care companies.