

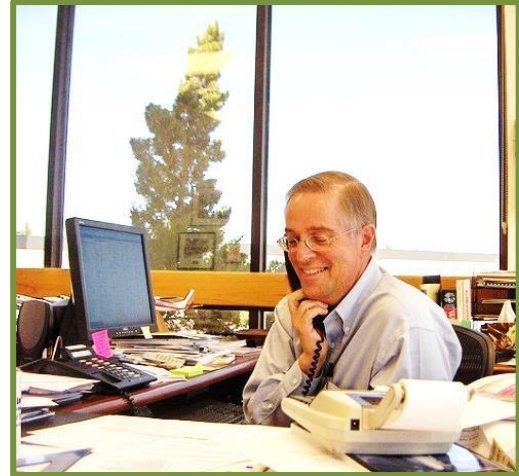
Company Manager | Executive Commercial Tree Care

JOB DESCRIPTION

THE MANAGER/EXECUTIVE POSITION often revolves around people more than trees. Duties include coordinating field, office, and sales staffs as well as 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, 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.



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EDUCATION/TRAINING NEEDS EDUCATION TRAINING MATERIALS

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

- ✓ *A Consultant Guide to Writing Effective Reports* (ASCA)
- ✓ *An Illustrated Guide to Pruning* (Gilman)
- ✓ *ANSI A300 Standards for Tree Care Operations* (or applicable national standards)
- ✓ *ANSI Z133 Safety Standard for Arboricultural Operations* (or applicable national standard)
- ✓ *Arboriculture and the Law* (Merullo and Valentine)
- ✓ *Arboriculture: Integrated Management of Landscape Trees, Shrubs, and Vines* (Harris et al.)
- ✓ *Arborists' Certification Study Guide* (ISA)
- ✓ *Best Management Practice Series* (ISA)
- ✓ *Plant Health Care for Woody Ornamentals* (Lloyd)
- ✓ *This is PR: The Realities of Public Relations* (Newsom et al.)
- ✓ *Tree Risk Assessment Manual* (ISA)
- ✓ *Up By Roots: Healthy Soils and Trees in the Built Environment* (Urban)

ELIGIBILITY REQUIREMENT

Managers/executives must understand the business and be good communicators. Most have college degrees, and most are ISA Certified Arborists. Some have college degrees in business management. Demonstrated performance in prior positions is typical.

CERTIFICATION/LICENSES

ISA Certified Arborist® credential is 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 Tree Care Industry Association (TCIA). Some may switch to other sectors of the profession or begin their own tree care companies.