

# Director of Operations

## Crawford Tree & Landscape

*Whether you are a green industry crew leader looking for upward mobility, or highly experienced, please send your resume and allow us the chance to determine your fit.*

### **Company Highlights:**

Established 1969

Address: 8760 W Calumet Road, Milwaukee WI 53224

~48 employees, fully staffed

Tree Care Industry Association (TCIA) member, accredited since 2009

NALP member

6,250 sq. ft. building on 2.09 acre secured lot, built in 2004 (CTL has one location)

Staff with ISA, NALP, and TCIA credentials, many with 2 and 4 year industry degrees

[www.crawfordtree.com](http://www.crawfordtree.com)

<https://www.facebook.com/CrawfordTree/>

### **General Description of Work:**

Direct daily operations of a ~48 person tree and estate care company in SE Wisconsin, year round. The Director of Operations (DO) oversees the schedules of all staff including office, shop, sales, and production staff, with direct management of production staff assisted by Department Managers. Our company provides tree care, plant health care, tree and landscape installation, landscape maintenance, and snow removal, all while working full time 12 months out of the year. The DO reports directly to the CEO but communicates primarily with production staff and sales staff when scheduling individual Work Orders and is responsible for weather related decisions and project resource delegation.

Aside from being the premier tree and estate care provider in SE WI (see our website for service area), we have received recognition from the national private tree care industry as well, mainly due to providing regular best practice contributions and even financial support to the tree care industry in Wisconsin, and nationwide.

### **General Schedule Expectations (Avg of 51.75 Hrs/Week):**

-Monday through Friday: 6:45am to 5:00pm

-Saturday: Flexible or off

-Sunday: 1-2 hours of availability may be required at times due to weather changes and the results of Saturdays work

-Winter: Due to snow removal, expect to work as needed

### **Your Training:**

-CTL's current DO will onboard and train you for the first 8 weeks, also maintaining availability after they are in-boarded to a new position at CTL (current DO staying employed at CTL in new role)

- Senior Mechanic, Department Managers, CEO, and members of the sales team will assist with training for the first 12 months

### **General Compensation:**

- 75-100K+ Annual Salary, based on experience and skillset
- Employer matched retirement benefit
- Paid holidays
- Paid Time Off
- Continuing Education funds
- Monthly Health and Wellness benefits
- Others unlisted

### **Media:**

- Promo: <https://www.youtube.com/watch?v=IPh0KEcS1kA>
- National recognition for equipment/process development: <https://tcimag.tcia.org/equipment-technology/custom-built-phc-vehicle-van-tastic/>
- Company culture: <https://www.youtube.com/watch?v=0Pi-yVXvt4o>
- Other content available upon request

### **Detailed Description of Work (Avg of 51.75 Hrs/Week):**

- Create and send to all staff mobile phones a detailed schedule for the next workday
- Monitoring of weather and all related decision making
- Update sales staff and clients (as needed) on project lead time and scheduling of upcoming Work Orders
- Email Work Orders to field staff and notify clients and at times their neighbors, pertaining to the next day's work
- Audit and enter Work Orders into workload aging spreadsheet
- Submit Diggers Hotline ticket requests
- Approve/deny time off (TO) and paid time off (PTO)
- Order plants and materials with the assistance of the sales rep (95% softscape material). Once plants/materials are ordered, coordinate pickup from vendor or delivery to shop/jobsite and verify quality and correct quantities of plants/materials
- Oversee inventory of materials CTL stocks (seed, fertilizer, marking paint, straw mat, sod pins, mulch, soil, compost, peat moss, animal repellent, etc.) and coordinate the restocking of these materials
- Oversee the layout, organization, labeling, and cleanliness of the shop and yard, by either directly performing the work necessary or delegating to Department Managers or Senior Mechanic. Create and maintain seasonal parking maps, material/debris storage areas, and oversee the debris removal cycles needed to keep the shop/yard safe and accessible
- Maintain responsibility of opening and closing the shop and yard either directly, or through delegation via set schedule, coordinating any adjustments to the schedule
- Monitor the overall efficiency and safety of CTL's operations, looking for improvements to equipment, processes, staff, shop/yard layout, and scheduling, then reporting directly to the CEO.
- Receive direction from CEO on CTL's priorities, financial needs/goals, and client expectations/requirements, and translate that direction into actionable steps for each department and crew. Examples include redirecting certain crews/staff during seasons to maintain lead times for different services, increase OT hours to reduce work backlog, reduce ILH use on jobsites to improve efficiency, starting/ending specific services, and increasing/decreasing on the job training for field staff
- Preserve and improve employee relations (we are a people first company, the way we handle staff is paramount). While the DO position is not a formal HR position, there will be many required and associated interactions that must be on brand with People First. We also have a

Professional Development Director, our CEO, Department Managers, and other support staff available and sharing in HR duties

- Assist office with Work Order questions such as completion of Work Orders, invoicing, missing information
- Assist field staff with current and prior Work Order questions relating to materials, proposal specifications, work order notes, missing times/information, etc.
- Assist with field staff training including but not limited to: filling out CTL paperwork, work-specific skills, equipment operation, and crew leadership, working with Department Managers and Professional Development Director.
- Site visits to monitor crew efficiency, conduct personal check-ins and build rapport with field staff, evaluate inefficiencies within crews/departments and develop strategies to improve, working with Sales Reps, Department Managers, and Professional Development Director.
- Initiating electrical service disconnects or clearance work with WE Energies (when we execute tree work near overhead power lines)
- Expediting crews in the morning, making sure they have all they need and have clear instruction, along with loading and assisting where needed
- Meeting with Sales Reps to discuss unclear Work Orders and Post Job Analysis results
- Proficient in using the Microsoft Office suite of products, including Microsoft Teams
- Assist Safety Coordinator by following up on incident reports, enforcing company safety protocols, and assisting in the development/changing of existing safety protocols.
- Communication and strategic planning with the Professional Development Director
- Assist in new employee orientations
- Direct all snow operations, including contract renewal, staffing with CEO, training staff, equipment transitions from season to season with Senior Mechanic, mobilization, and supervision (directly and indirectly) of commercial, manufacturing, and residential snow crews, ordering and stocking of snow and ice management materials, and the editing of our Terms and Conditions with CEO
- Oversee Senior Mechanic as it pertains to equipment availability, maintenance, and repair

**Thank you in advance for your consideration, and please submit your resume to [jonwelch @ crawfordtree.com](mailto:jonwelch@crawfordtree.com)**