NATIONAL ASSOCIATION OF LANDSCAPE PROFESSIONALS

2024 Compensation & Benefits Survey

Deadline for Submitting Form: May 24, 2024

INDUSTRY insights

Job Descriptions

Executives	
Chief Executive Officer/President/Top Executive	Responsible for directing and administering the business with the objective of producing maximum profit and return on invested capital; establishing current and long-range objectives, plans and policies subject to the approval of the Board of Directors; representing the company to its major customers and the financial community.
Chief Operating Officer/Executive Vice President/General Manager	Assists the Owner President or CEO in the development of corporate policies and goals. This executive may be involved in a number of areas of the business including operations, personnel, marketing, and the like, but is probably not the head of any one area.
Chief Financial Officer/Top Financial Officer	Responsible for directing an organization's overall financial policies. Directs and administers all financial activities for the organization including cash flow management, financial planning, strategic planning, company investment, property purchases and leasing, all purchasing and general fiduciary and tax matters. Designs, coordinates, and interprets a wide variety of accounting and statistical data and reports.
Chief Sales Officer/VP Sales/Top Sales Officer	Accountable for the development and implementation of sales and marketing strategies, selection and retention of sales and marketing staff, supervision of advertising, guidance and direction of direct sales activities, and all reporting and controls which are generated for tracking and performance review purposes.
Chief Human Resource Officer/Top HR Executive	Responsible for developing and executing a company's human resources policies, objectives, and initiatives. Accountable for employment, training, compensation, benefits, employee relations, and other employee related activities. Ensures compliance with governmental labor laws. Establishes overall direction and strategic initiatives and reports HR needs to the executive management team.
Chief Information Officer/Chief Technology Officer/Top IT Executive	Manages the evaluation, implementation, and support activity for the company's internal and external automated information processing systems and services, including all software, hardware, and related equipment. Determines and evaluates the company's current and future technology, communications, and information needs. Acquires equipment, software systems, and computer supplies to support the company's business activities.
Operations	
Production/Operations Manager	Oversees all production operations, i.e., scheduling, manpower and equipment, installation standards and quality control. Responsible for performance down to the gross profit line.
Superintendent/Site Supervisor	Oversees the work of several crews. Responsible for those crews meeting production hour and quality goals.
Crew Leader/Foreman II	Oversees a large crew on their jobs. Handles complex jobs, specialty equipment and difficult clients. Can supervise subcontractors. "Owns job" with little input from his superintendent.
Crew Leader/Foreman I	Handles basic landscape jobs. Supervises up to three crewpersons. Able to carry out the instructions given to them by their superintendent.
Assistant Crew Leader/Foreman	Able to run the crew in the absence of the Foreman. Can take responsibility for a portion of the job.
Crewperson/Gardner II	Works at the direction of the Foreman. Has some experience in landscape operations (at least 1-2 years).
Crewperson/Gardner I	New Hire. Knows only the very basic landscape activities.
Lawn Care Applicator/Technician	Applies fertilizers and chemicals to customer lawns to enhance plant growth and control weeds and pests. Maintains and monitors the pest control programs, Sets-up and operates hand and power spray equipment.
Tree Care Applicator/Technician	Applies fertilizers and chemicals to customer trees, shrubs and planting beds to enhance plant growth and control weeds and pests. Maintains and monitors the pest control programs. Sets-up and operates hand and power spray equipment.
Interior Horticultural Supervisor	Oversees the work of the horticultural technicians. Responsible for technicians meeting production hour and quality goals for each interior account.
Interior Horticultural Technician	Works under the direction of the Horticultural Supervisor.
Irrigation Crew Leader/Foreman	Same responsibilities as a Foreman, but focuses entirely on the installation repair, and service of irrigation systems.
Irrigation Technician	Works at the direction of the Irrigation Foreman. Can work independently to perform monthly irrigation checks.
Equipment Mechanic	Responsible for the care and upkeep of the company's fleet and small tools. Has the responsibility to work within the allotted equipment repair budget.
Assistant Equipment Mechanic	Works at the direction of the equipment mechanic. Able to provide substantial assistance on all functions and to work alone on most. Preparing to qualify as Equipment Mechanic.
General & Administrative	
Office Manager	Supervises all office support services including clerical functions, payroll and personnel records, duplicating, mail, telephone services, and office supply purchases.
Purchaser	Responsible for sourcing equipment, materials, goods and services, and working with vendors. Develops purchasing strategies and tracks product pricing and availability. Negotiates with vendors, develops delivery schedules, and monitors delinquent arrivals from purchase orders.
Estimator	Primary responsibility is estimating landscape and/or maintenance jobs as well as preparation of proposals.
Contract Administrator	Coordinates and pre-plans all jobs. Orders materials, coordinates subcontractors, assists in scheduling jobs and coordinates input for billing and payroll.
Office/Clerical Staff	Responsible for carrying out clerical functions such as payroll, billing and accounts receivable. Works at the direction of the Office Manager.
Bookkeeper	Primary responsibility to record the business transactions such as sales, purchases, payroll, collection of accounts receivable, payment of bills, etc.
Human Resources Manager	Represents the relationship between the employer and the employee. Creates and maintains employee personnel files and provides recruiting functions. May be assigned any responsibilities or functions related to employees, i.e. benefits, employment regulations, training, safety, facilities, performance evaluations, position descriptions, etc.

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Sales and Marketing	
Business Developer	A high-level sales professional tasked with the job of creating of long-term value for an organization from its customers, markets, and the associated relationships. Therefore, they can be involved in everything from the development of their employers' products and services, to the creation of marketing strategies, to the generation of sales leads, to negotiating and closing deals. Responsible for meeting sales and gross profit goals.
Salesperson	Primary role is sales of projects and services. Responsible for meeting individual sales goals.
Account Manager	Oversees multiple landscape maintenance accounts. Responsible for crews meeting production standards as well as quality standards. Ensures client's expectations are met. Communicates with the clients, estimates and submits work orders and renews contracts. Responsible for meeting sales and gross profit goals.
Landscape Architect	Primary responsibility is designing large complex landscape projects and graphics. Also responsible for meeting owners expectations and hourly billing goals.
Designer Salesperson	Primary responsibility is designing and selling small and mid-size landscape projects. Also responsible for meeting owners expectations and sales goals.
Sales Team Leader	Oversees a sales or design team. Oversees multiple projects. Responsible for the team meeting sales and gross profit goals.

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