

**Job Title:** Grower and Emerging Horticultural Leader

**Location:** Crafted Earth Nursery and Gardens, Motueka Valley

**Job Type:** Permanent – Full Time with Seasonal Variability

**A leadership pathway for passionate growers**

## About Us

Crafted Earth is a small but ambitious nursery and productive garden, specialising in organically grown vegetable produce, cut flowers, organic seedlings, and exotic flowering perennials. We are passionate about growing high-quality plants, flowers, and food using regenerative and ecologically minded practices, while helping people reconnect with growing, food, and the natural world. As our business continues to evolve, we are looking for a dedicated Grower & Emerging Horticultural Leader to help shape, strengthen, and grow our diverse horticultural enterprise.

More than simply filling a position, we are searching for the right person, someone whose passion for plants, growing, and the natural world runs deep. We believe this role will be most rewarding for someone who feels genuinely drawn to this work and who sees in it an opportunity to contribute to something meaningful. For the right person, this is not just a job, but a chance to grow alongside a purpose-driven business, help create positive change in the world, and build a future centred around work that feels deeply aligned with who they are.

## About the Role

This is a hands-on role at the heart of a diverse horticultural enterprise encompassing nursery production, vegetable and herb seedlings, cut flowers, market gardening, education, and community-focused projects. Working closely with the owner, you will help oversee plant production, contribute to the day-to-day running of the business, and represent Crafted Earth at weekend markets and events.

The role is highly seasonal, with the rhythm of the work closely following the rhythm of nature. Spring and early summer can involve long, energetic weeks as production reaches its peak, while winter offers a slower pace and greater flexibility. For the right person, this seasonal variation is one of the great advantages of the role, allowing periods of intense and rewarding work balanced by opportunities for rest, travel, study, or personal projects during quieter months.

While this position begins as a practical growing role, it is intended to develop into a leadership opportunity over time. We are looking for someone who is excited by the prospect of growing alongside the business and helping shape its future. Initially, there will be a lot to learn. We grow a diverse range of plants and operate across multiple areas of horticulture, so a willingness to learn and embrace new challenges will be essential.

We place a high value on initiative, curiosity, and continuous improvement. We are looking for someone who notices opportunities, contributes ideas, and enjoys helping build systems that make a growing business stronger and more resilient. We want this role to be shaped not only by the needs of the business, but also by the strengths, interests, and aspirations of the person who fills it.

Three years from now, we envision the successful applicant playing a significant role in coordinating production, improving systems, supporting team members, and helping guide the future direction of the business.

Above all, we are looking for someone who genuinely loves plants, enjoys working with people, takes pride in doing things well, and wants to be part of something meaningful. A good sense of humour, a positive attitude, and a willingness to pitch in wherever needed are every bit as important as technical skills. In a small business, no two days are exactly the same, and we value people who are adaptable, practical, and willing to contribute beyond the boundaries of a traditional job description when required.

## Key Responsibilities

### Plant Production & Growing

- Carry out and help oversee propagation, planting, irrigation, pest and disease management, harvesting, and general plant care across a diverse range of crops including perennial plants, vegetable and herb seedlings, cut flowers, and seasonal produce.
- Monitor plant health and production schedules to ensure high-quality crops are available when needed.
- Maintain accurate stock records and contribute to crop planning and production scheduling.
- Assist with compost making, soil building, mulching, and other regenerative growing practices that support healthy plants and healthy soil

### Market Sales & Customer Engagement

- Attend weekend markets and events in rotation with the owner and other staff.
- Set up and pack down market stalls and represent Crafted Earth professionally.
- Build genuine relationships with customers through knowledgeable, enthusiastic, and helpful service.
- Assist customers with plant selection, growing advice, and product recommendations.

### Packaging, Dispatch & Product Preparation

- Prepare plants and other products for sale and courier dispatch, ensuring high standards of presentation, quality, and efficiency.
- Assist with labelling, pricing, stock preparation, and seasonal sales activities.

## Systems, Recordkeeping & Continuous Improvement

- Maintain accurate digital records using spreadsheets and other business systems.
- Help develop, improve, and refine systems that support efficient production, sales, and business operations.
- Identify opportunities for improvement and contribute ideas that strengthen the business over time.

## Trials, Seed Saving & Innovation

- Assist with growing trials, experiments, and observations aimed at improving plant quality, productivity, and growing practices.
- Collect, process, label, and store seed for future propagation and breeding projects.
- Contribute to a culture of learning, curiosity, and continual improvement.

## Leadership & Team Development

- Help guide, train, and support seasonal workers, volunteers, and new team members.
- Lead by example through professionalism, initiative, reliability, and a positive attitude.
- As the role develops, take increasing responsibility for coordinating tasks, supporting team performance, and contributing to the day-to-day operations of the business.

## Site Maintenance & Practical Tasks

- Help maintain a tidy, safe, efficient, and welcoming working environment.
- Carry out mowing, weeding, weedeating, infrastructure maintenance, and general property upkeep.
- Assist with practical tasks such as supply runs, trailer work, equipment operation, repairs, minor construction projects, and other activities that support the wider business.

## Flexibility & General Support

- Contribute wherever needed across the business.
- Embrace the varied nature of working within a small and growing horticultural enterprise, understanding that adaptability is an important part of the role.

# Skills, Experience & Attributes

## Essential

- A genuine passion for plants, growing, and horticulture, with a strong desire to continue learning and expanding your knowledge.
- A strong interest in soil health, compost making, biological growing systems, nutrient cycling, and regenerative agriculture.
- Proven experience working with plants, including propagation, plant care, and general

horticultural production.

- Strong organisational skills and attention to detail.
- Excellent work ethic, efficiency, and the ability to work independently when required.
- Strong customer service and communication skills, with the ability to confidently engage, educate, and assist customers.
- Physical fitness and the ability to work comfortably outdoors in a wide range of weather conditions.
- A willingness to learn, take initiative, and grow alongside the business.
- Confidence driving a manual vehicle and trailer.
- Competence using computers, spreadsheets, and digital systems for recordkeeping, stock management, and business operations.
- The ability to manage multiple tasks and priorities in a fast-moving and highly seasonal environment.
- Leadership potential, including the ability to take ownership, solve problems, support others, and contribute positively to team culture.

### Highly Desirable

- Experience in nursery production, market gardening, cut flower production, orchard work, landscaping, or a related horticultural field.
- Experience training, supervising, or coordinating staff, volunteers, or teams.
- Experience with irrigation systems, small machinery, and general horticultural equipment.
- Experience with stock control, production planning, or digital recordkeeping systems.
- Experience conducting trials, observations, or experiments to improve growing outcomes.

### Bonus Skills

- Marketing, photography, social media, or content creation skills.
- Workshop facilitation, education, or public speaking experience.
- Seed saving, plant breeding, or specialist propagation skills.
- Practical DIY, construction, maintenance, or repair skills.

## Work Conditions & Benefits

### Seasonal Rhythm

- This role follows the natural rhythms of horticulture, with spring and summer being our busiest and most productive periods.
- During peak seasons, longer weeks may be required to meet production, market, and harvest demands.
- Winter is typically quieter and offers greater flexibility in workload and scheduling.

## Flexibility & Lifestyle

- Depending on business requirements and mutual agreement, there may be opportunities for extended periods of leave during quieter winter months.
- We believe that working with the seasons creates a more sustainable and rewarding way of life than maintaining the same pace year-round.

## Learning & Development

- Work closely alongside the owner and gain exposure to a diverse range of horticultural enterprises including nursery production, cut flowers, vegetable and herb seedlings, regenerative growing systems, markets, seed saving, compost making, and business operations.
- Ongoing opportunities to develop technical growing skills, leadership capability, and business knowledge.

## Leadership Pathway

- This role has been designed as a pathway into greater responsibility and leadership over time.
- For the right person, there will be opportunities to help shape systems, guide team members, and play an increasingly important role in the future direction of the business.

## Meaningful Work

- Join a purpose-driven business committed to growing high-quality plants, flowers, and food while helping people reconnect with growing, food, and the natural world.
- Contribute to work that supports ecological regeneration, community resilience, and practical horticultural education.

## Team Culture

- Be part of a small, supportive team that values initiative, curiosity, humour, integrity, and a strong work ethic.
- Work in an environment where ideas are welcomed, learning is encouraged, and individual strengths are recognised and developed.

## Accommodation

- For the right person, temporary accommodation may be available to assist with relocation and settling into the role.

## How to Apply

If this opportunity excites you, we'd love to hear from you.  
Please send your CV and a cover letter to [joel@craftedearth.co.nz](mailto:joel@craftedearth.co.nz).

In your cover letter, we'd particularly like to hear about:

- Your experience working with plants and growing systems.
- What interests you most about horticulture, soil health, regenerative growing, or food production.
- Why this role appeals to you.
- Where you see yourself heading in the next few years and what attracts you to a role that combines growing, learning, and leadership.

We understand that the right person may not tick every box. If you feel strongly aligned with our values, passionate about this work, and excited by the opportunity to grow alongside the business, we encourage you to apply.

Start date: August