

Job Title: Seasonal Team Visual Associate

Department: Visual Team

Reports to: Design Team Lead

FLSA Classification: Non-Exempt (Hourly)

Location: Minnetonka, MN

Expected Season: Defined season is spring or winter for a defined peak period in the garden center.

Position Summary:

Seasonal Visual Team Associates support Tonkadale's Visual Team by creating beautiful, inspiring plant designs and maintaining a fun, fresh, and focused presentation throughout the retail space. This role blends hands-on creativity with customer interaction, producing seasonal container gardens, combo planters, and displays that bring Tonkadale's brand to life. This seasonal role offers part-time hours and plays an important role in delivering an elevated, on-brand customer experience rooted in creativity, care, and ridiculous passion.

Schedule Expectations

- Seasonal duration; hours may vary.
- Flexibility in scheduling; weekend and evening availability is desired.
- Overtime available in accordance with applicable wage and hour laws.

Essential Functions:

- Accurately perform assigned customer service and cashiering duties.
- Follow established procedures, policies, and safety guidelines.
- Communicate clearly and respectfully with leaders, team members, and customers.

Non-Essential Functions:

- Perform additional duties as assigned or needed

Responsibilities:

- Plant and maintain seasonal combo planters, and visual displays.
- Produce fresh and permanent seasonal arrangements aligned with current themes and merchandising direction.
- Keep visual and display areas clean, organized, fresh, and inspiring, including seasonal change-outs.
- Support daily visual presentation on the retail floor in partnership with the Visual Team.
- Answer customer questions related to plant identification, care, and basic design concepts.
- Cross-sell and introduce complementary products to enhance the customer experience.
- Assist with phones, register, and customer orders as needed during peak times.
- Support workshops, seminars, in-store events, and special projects.
- Perform additional duties as assigned to support store operations and business needs.

- Maintain clean and organized work areas; properly return tools and supplies to designated locations and recycle plastic and other materials as directed.

Knowledge and Skills:

- Previous garden center, floral, or visual merchandising experience required.
- Experience creating container gardens, combo planters, or plant-based designs.
- Working knowledge of basic design principles, including color, texture, scale, and balance.
- Strong interest in plants and gardening, with a desire to continue learning.
- Ability to interpret customer needs and translate them into thoughtful, on-brand plant designs.
- Comfortable working independently while collaborating with the Visual Team.
- Strong attention to detail and pride in craftsmanship and presentation.
- Effective communication skills when working with customers and team members.
- Ability to manage time, stay organized, and meet design deadlines in a fast-paced retail environment.

Travel: None required.

Physical Requirements:

This is a hands-on, active role that requires being on your feet for most of the workday. The position involves lifting and carrying 10–25 pounds repetitively, bending, reaching, pushing and pulling carts, and handling plant materials. This role requires the ability to work in hot, humid greenhouse conditions as well as varying outdoor weather conditions, and to remain hydrated throughout the shift.

Equal Employment Opportunity

We are an Equal Opportunity and Affirmative Action employer. We are committed to providing equal employment opportunities to all employees and applicants without regard to race, color, religion, creed, national origin, sex, sexual orientation, gender identity or expression, age, disability, genetic information, marital status, veteran status, status with regard to public assistance, or any other characteristic protected by applicable federal, state, or local laws, including Minnesota Human Rights Act protections.

Disclaimer

This job description does not necessarily describe all duties, responsibilities, or qualifications associated with this position and may be updated as business needs evolve. This document does not constitute a contract of employment or guarantee employment for any specific duration. Employment is at-will,