



Director of Employee Experience

Reports to: President/Owner

FLSA Classification: Exempt

Location: Tonkadale Greenhouse - Minnetonka, MN

Schedule Expectations: Full-time, 40+ hours/week. Flexibility required during peak seasons (May and November). Occasional evening or weekend availability for trainings, hiring, or seasonal staffing needs.

Position Summary

The Director of Employee Experience leads Tonkadale's people practices, ensuring clarity, consistency, accountability, and care. This role combines hands on execution and partnership with leaders to support strong teams and a workplace culture aligned with Tonkadale's values.

This role shapes and implements all HR functions, policy development, compliance, and safety programs.

This role is ideal for a leader who enjoys building structure, supporting leaders, and creating practical systems that help people do their best work.

What Success Looks Like

- Leaders confidently communicate performance expectations
- Hiring and onboarding processes support strong team alignment
- Leaders share a common language around feedback and accountability
- Policies are clearly understood and consistently applied
- Employee relations are addressed proactively and constructively
- Workplace safety practices are organized and continuously improving
- Employees understand expectations and feel supported in achieving them

Areas of Responsibility

HR Operations & Employee Lifecycle

- Oversee day-to-day HR operations across the employee lifecycle
- Maintain organized employee records and HR systems
- Support clear job descriptions across departments
- Maintain consistent onboarding and offboarding practices



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- Ensure HR processes are practical, organized, and consistently applied
 - Strengthen consistency in employee experience across the organization
 - Contribute to initiatives that support engagement and retention

Leadership Support & Development

- Develop practical tools that support leader effectiveness
- Support rollout of leadership resources and development initiatives
- Partner with leaders to build consistency in communication and performance expectations

Compliance & Documentation

- Maintain compliance with federal, state, and local employment regulations
- Maintain organized HR documentation systems
- Support leaders in understanding and applying policies appropriately
- Ensure employee handbook and policies remain current and aligned with Tonkadale values

Safety Program Coordination

- Coordinate workplace safety practices and documentation
- Maintain safety training records and incident tracking
- Improve clarity and consistency in safety procedures
- Support compliance with OSHA and applicable safety guidelines

What You Offer

- 5+ years experience in HR, employee experience, or people operations roles
- A genuine passion for plants, people, and sustaining a healthy planet.
- Leadership that inspires, coaches, and uplifts others.
- Strong working knowledge of HR practices and employment regulations
- Experience supporting employee relations conversations and documentation
- Ability to coach leaders through crucial conversations
- Strong judgment and professionalism in handling sensitive situations
- Strong organizational skills and attention to detail
- Clear and effective written and verbal communication skills
- Ability to balance empathy with accountability
- Comfort working both strategically and tactically



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- Interest in leadership development and organizational effectiveness
 - Ability to build trust and credibility across teams

Preferred Experience

- Experience supporting multi-department teams
- Experience in retail, horticulture, hospitality, or seasonal workforce environments
- Experience supporting workplace safety practices
- HR certification(s)

Physical Requirements

- Ability to work in both office and greenhouse environments
- Ability to sit, stand, and move throughout retail and greenhouse spaces
- Ability to lift up to 25 pounds occasionally
- Ability to work in varying environmental conditions including heat and humidity

Equal Employment Opportunity

We are an Equal Opportunity 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, consistent with applicable law.