



## Job Description: Public Programs Manager

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**Reports to:** Assistant Director of Retail and Guest Experience  
**Status:** Exempt  
**Schedule:** Full-time, with weekend, evening and holiday hours, based on public program schedule  
**Version Date:** November 2017

### Position Summary

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The Public Programs Manager builds and delivers programs that drive attendance and expand the guest experience for a multicultural, multigenerational audience. Public programs including music series, exhibits, community collaborations, and signature festivals are essential to audience development from acquisition to loyal donor. The Manager must be a strategic thinker who is skilled at building internal and external partnerships, and is an effective communicator. The successful candidate will maximize the impact of existing public programs while leading the vision and creation of programs that will position the Botanical Garden to be a compelling destination for local residents and visitors to the region.

### Primary Responsibilities

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To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and perform other duties as assigned.

- Lead the growth and development of public programs that expand audiences and create compelling reasons to visit the Botanical Garden through guest-centric and mission-aligned content
- Affirm direction and strategy for existing public programs (i.e. Botanical Blues, Downtown Earth Day Tour, North Gallery exhibits, and Social Irrigation) while actively pursuing new opportunities to develop a portfolio of high-quality, targeted, and relevant programs
- Effectively lead and engage the Friends of the Greater Des Moines Botanical Garden as ambassadors of the Botanical Garden and partners in expanding the guest experience through public programs and audience engagement
- Cultivate a cohesive team of professionals and volunteers with a passion for growth and excellence in public programming
- Procure, negotiate, contract, and manage relationships with public program vendors including performers, exhibitors, and contractors that supply essential services and equipment to public programs
- Lead the Botanical Garden's guided programming (i.e. Garden Host and Docent initiatives) in concert with the interpretive priorities and educational initiatives while strategically expanding the guest experience and earned revenue opportunities
- Increase the value of the guest experience through the development and enhancement of self-guided programming that serves to connect a wide range of audiences with the diversity of the Botanical Garden's collections
- Work in collaboration with team members who lead other functions in order for public programs to positively impact multiple revenue streams, driving retail, admissions, food and beverage, donors, and sponsors while also connecting guests with the Botanical Garden's mission
- Develop and oversee operational budget; schedule staff and volunteers; implement strategic plan goals
- Develop and track metrics to measure effectiveness of program offerings
- Serve as the institution's operational lead for public programs, effectively engaging Marketing and Philanthropy in concert with Guest Experience, Education, and Horticulture staff
- Develop deeper connections with community partners and leverage institutional resources toward meaningful collaborations, particularly in the areas of partnerships with peer cultural organizations, local chambers, and neighborhood connections

## **Success Factors**

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In conjunction with position-related skills, the successful candidate will become an integral member of the Botanical Garden team with these criteria:

- Maintain a commitment to, and ability to convey, the Botanical Garden's mission with genuine passion, and the willingness to continually learn about the programs and mission
- Collaborate with Botanical Garden team members in order to achieve successful outcomes for public programming with respect to utilizing space, marketing, and synergies with education, horticulture, guest experience, and other shared resources
- Serve as part of a cross-departmental team that delivers a superior guest experience, drives membership, and promotes the Botanical Garden's mission and offerings at special events and outreach opportunities
- Develop, maintain, and promote positive and professional relationships with internal staff, volunteers, members, vendors, contractors, media, and the general public in order to achieve departmental and organizational goals

## **Supervisory Responsibilities**

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- Directly supervises the Volunteer Coordinator, program volunteers, contracted performers, and vendors related to public programs.
- Carries out supervisory responsibilities with a passion for creativity, collaboration and successful completion.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- **Interviews, hires, and trains employees and volunteers; plans, assigns, and directs work; appraise performances; rewards and disciplines employees; addresses complaints and resolves problems.**

## **Qualifications**

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The requirements listed below are representative of the knowledge, skill, and/or ability required for this position.

### **Education and Experience**

- Bachelor's degree in education, horticulture, biology, botany, natural science, museum studies, tourism, art or related field of study is required; graduate degree is desired
- Experience in program creation, training, and management
- Knowledge of current trends in public garden, education, museum, or cultural attraction programming
- Minimum of two years of experience in a management position
- Previous experience managing budgets, including profit and loss and measuring program metrics
- Proven competence managing program logistics, staff, volunteers, and financial inputs, outputs, and outcomes

### **Knowledge, Skills and Abilities**

- Strong written and verbal communication skills
- Creative problem solver; strategic and organized thinker
- Excellent time-management skills to handle a variety of assignments simultaneously under a variety of deadlines and other constraints
- Have great attention to detail, highly organized with effective problem solving skills
- Ability to understand and interpret instruction to work effectively and efficiently independently with minimal supervision, as well as part of a team
- Comfortable engaging audiences across a range of demographics and learning styles
- Ability to interact in an appropriate and professional manner with the general public, staff, and volunteers
- Bilingual (Spanish/English, and/or English/Other) a plus

## Work Environment and Physical Demands

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The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Continuous communication and/or interaction with staff, volunteers, visitors and management
- Occasional evening, weekend and/or holiday work may be required to meet departmental deadlines or to provide staff support to events
- Occasional bending, stooping, reaching, crouching or light lifting (up to 30 lbs)
- Prolonged periods of time sitting performing administrative functions
- Requires good hand-eye coordination, arm, hand and finger dexterity including the ability to grasp, and visual acuity to use a keyboard, operate equipment, and read technical information

While performing the duties of this job, the employee is regularly exposed to wet and/or humid conditions. The employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

## About the Organization

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The Greater Des Moines Botanical Garden is a 501(c)(3) privately governed, not-for-profit public garden situated on 14 acres in the heart of downtown Des Moines. At the Botanical Garden, we are passionate about exploring, explaining, and celebrating the world of plants. Beyond the beauty and inspiration of our urban setting, we are dedicated to creating signature, memorable experiences through progressive garden design and innovative programming. People, plants, and passion are the focus of what we do. By educating and enriching the lives of our guests, we provide a valuable resource for our community and forge partnerships stronger than the sum of our individual parts.

Our team at the Botanical Garden takes pride in our core values and is dedicated to demonstrating them in our daily work.

**Teamwork** – We achieve together what we cannot achieve alone.

**Trust** – We are confident in each other's integrity, strength and ability.

**Creativity** – We embrace the spirit of innovation to find a better way.

**Excellence** – We expect and deliver a superior experience that exceeds expectations.

## Position Application

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Qualified candidates should submit a cover letter, application, three references, and a resume to [bghr@dmbotanicalgarden.com](mailto:bghr@dmbotanicalgarden.com). Review of applications will begin immediately and remain open until the candidate is hired. Only electronic applications are accepted; no paper applications will be considered.