



Job Description: Public Engagement Manager

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: June 2019

Position Summary

The Public Engagement Manager builds and delivers events and programs that drive attendance and expands the guest experience for a multicultural, multigenerational audience. Public programs, including music series, exhibits, community collaborations, and signature events, are essential to audience development from welcoming first-time visitors to engaging loyal donors. The Manager must be a strategic thinker who is skilled at planning and executing events, building internal and external partnerships, and is an effective communicator. The successful candidate will maximize the impact of existing programs while leading the vision and creation of events and programs that will position the Botanical Garden to be a compelling cultural and horticultural hub for local residents and visitors to the region.

Primary Responsibilities

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

- Serve as the institution's operational lead for audience-driving events and public programs
- Lead the growth and development of events and public programs, increasing annual visitorship and operating revenues through guest-centric and mission-aligned events and programs
- Drive direction and strategy and lead planning meetings for existing events and public programs (i.e. Botanical Blues, Champagne & Chocolate, Downtown Earth Day Tour, North Gallery exhibits, Spring Garden Festival, Spring Luncheon and Social Irrigation)
- Craft programming that appeals to a diverse audience and helps expand our audience and donor base
- Manage, book and cultivate all tour groups while partnering with Guest Experience, Horticulture and Education to fulfill the visitor needs.
- Actively develop and execute new opportunities to develop an annual calendar of relevant events and programs
- Engage the volunteer group, Friends of the Greater Des Moines Botanical Garden, as ambassadors of the Botanical Garden and partners to expand 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 events and public programming
- Procure, negotiate, contract, and manage relationships with vendors, including performers, exhibitors, and contractors that supply essential services and equipment
- Work in collaboration with team members to positively impact multiple revenue streams, driving retail, admissions, food and beverage, membership, donations and sponsorships
- Develop and oversee operational budget that drives revenue and manages cost ratios for programs; coordinate staff and volunteers to fulfill human capital needs for programing; implement strategic plan goals
- Develop and track metrics to measure effectiveness of public engagement offerings
- Effectively engage and collaborate with Guest Experience, Marketing, Education, Horticulture and Philanthropy Departments to achieve organizational goals.

- Develop community connections to leverage institutional resources toward meaningful collaborations to maximize shared resources and become mutually beneficial over time.

Success Factors

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 events, 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

Qualifications

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

Education and Experience

- Bachelor's degree in event planning, hospitality, marketing, communications, or related field of study/work experience
- Experience in event and 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 organization and project management skills
- 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) highly desirable

Work Environment and Physical Demands

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

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.

In order to do our best work and have a supportive work environment, the Greater Des Moines Botanical Garden team members agree to:

- **TEAMWORK** – We are committed to showing up as our best selves, with empathy, gratitude and respect for fellow teammates and their ideas.
- **COMMUNICATION** – We communicate with integrity by being transparent and honest, while listening to understand.
- **EXPECT THE BEST** – We expect and deliver the best by capitalizing on the strengths of our team members to have a positive work environment and experience for our clients.
- **ACCOUNTABILITY** – We hold ourselves and one another accountable to the mission of the Greater Des Moines Botanical Garden and the Compact for Excellence.

Position Application

Qualified candidates should submit a cover letter, application, three references, and a resume to 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.