



Greater Des Moines
Botanical Garden

Public Engagement & Event Manager

Reports to: Chief Program Officer
Status: Exempt
Schedule: Full-time schedule with event-specific weekend, evening, and holiday hours based on the Garden's event schedule.
Version Date: September 2024

Position Summary

The Public Engagement & Event Manager provides primary oversight of all aspects of planning, execution, and post-production work involved in delivering the Botanical Garden's public engagement programs and events. This position supports the goals of increasing attendance, attracting new audiences, providing high-quality guest experiences, and generating revenues. 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 Public Engagement & Event Manager must be a strategic thinker, skilled at planning and executing events, building internal and external partnerships, and effective in their communication and collaborative approach. The successful candidate will maximize the impact of existing events while leading the vision and creation of new events that will position the Botanical Garden as a cherished community resource for all our visitors throughout the region and state.

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 organization's operational lead for signature programs and events, including regularly serving in a hands-on capacity during events.
- Work collaboratively with peer teams and departments in event operations, logistics, vendor, and partner management, and event planning, including coordinating with staff and volunteers to fulfill human capital needs for programs/events.
- Lead the growth and development of new events and experiences to increase admission numbers, event ticket sales, and revenues through guest-centric and mission-aligned initiatives.
- Drive direction and strategy and lead planning meetings for existing signature events (Botanical Blues, Earth Day, north gallery exhibits, Spring Garden Market, Music in the Garden, Fall Bulb Sale, Annual Symposium, Trick-or-Trees, Dome After Dark, and The Ray Way).
- Procure, negotiate, contract, and manage relationships with vendors, including performers, exhibitors, and contractors that share essential services and talents.
- Work in collaboration with team members to positively impact multiple revenue streams, driving retail, admissions, ticket sales, food and beverage, membership, donations, and sponsorships.
- In collaboration with the finance team and senior leadership, develop and oversee an operational budget that drives revenue and manages cost ratios for each event.
- Develop and track metrics to measure effectiveness of events.
- Develop community connections and meaningful collaborations to maximize shared resources for mutual benefit.
- Support the development team in the creation and execution of fundraising events.

- Manage and execute Botanical Garden events related to staff, including internal events committee activities and staff recognition events.
- Collaborate with marketing team to execute tactics and communications in support of programming and events.
- Engage volunteer groups as partners to expand and enhance Botanical Garden events.
- Effectively engage and collaborate with all relevant Garden team members to achieve organizational goals.
- Develop community connections and meaningful collaborations to maximize shared resources for mutual benefit.

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 to achieve successful outcomes for public programming regarding utilizing space, marketing, and synergies with education, horticulture, guest experience, and other resources.
- Serve as part of a cross-departmental team that delivers superior guest experiences, 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 public 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, or communications preferred.
- Two to four years' experience in event and program creation, training, and management.
- Previous experience managing budgets, including profit and loss, and measuring program metrics.
- Proven competence in managing program logistics, staff, volunteers, and vendors.

Knowledge, Skills, and Abilities

- Strong organization and project management skills.
- Strong written and verbal communication skills.
- Creative problem solver; strategic and organized thinker with superb attention to detail.
- Excellent time-management skills to handle various assignments simultaneously under various deadlines and other constraints.
- Ability to understand and interpret instruction to work effectively and efficiently independently with minimal supervision and part of a team.
- Comfortable engaging audiences across a range of demographics and learning styles.
- Ability to interact appropriately and professionally with the public, staff, and volunteers.
- Bilingual 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.
- A flexible schedule with event-specific evening, weekend, and/or holiday work will be required.

- 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 17 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.

Greater Des Moines Botanical Garden Values

We are a **community** of **growers**
who are **curious, committed, and kind.**

We are a **community** of people welcoming all to join us in caring for one another and the plant communities that make up our Garden.

We are **growers** who, with many hands, cultivate and nurture a thriving ecosystem filled with plants and people.

We are **curious** and passionate about the natural world, and we are dedicated to doing our part to sustain and protect it for future generations.

We are **committed** to creating and tending gardens where joy is experienced, curiosity is cultivated, and lifelong memories are made and cherished.

We lead with **kindness** in all that we do to create an environment that promotes growth of our plants, our people, and our community.

Position Application

Qualified candidates should submit a cover letter, resume, and three references to bghr@dmbotanicalgarden.com. Review of applicants will begin immediately and remain open until the candidate is hired.

Greater Des Moines Botanical Garden is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act and/or applicable state regulations, Greater Des Moines Botanical Garden will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with a member of management.