



Private Events Manager

Reports to: Chief Program Officer
Status: Exempt, Benefits Eligible
Schedule: Full-time schedule, including regular weekend and evening hours with holiday rotations, variable schedule depending on Botanical Garden needs.
Revision Date: May 2025

Position Summary

The Private Events Manager is a critical part of the Botanical Garden team. This manager oversees the team responsible for selling and managing private events at the Botanical Garden (weddings, special functions, business meetings, etc.), maintaining responsibility for the sales pipeline related to event rentals, coordinating with food and beverage vendors, and planning logistics for Botanical Garden-hosted events. This position requires an individual who demonstrates exceptional customer service and who thrives on collaboration in a client-facing, onsite, and hands-on environment. This manager works with Botanical Garden leadership to balance competing priorities and utilize the shared resources related to building and grounds. This position works collaboratively and cooperatively with all to ensure the highest quality event plans and event execution, resulting in an exceptional experience for all. This manager will coach and develop team members while actively engaging with prospects to achieve rental goals and key performance indicators. This manager exemplifies the Botanical Garden's commitment to delivering outstanding, meaningful, and memorable experiences for all.

Primary Responsibilities

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

- Oversee all activities and operations of the Botanical Garden's rental program and client service delivery through establishing and executing outstanding customer service and advancing the organization's initiatives.
- Develop and implement sales strategies to ensure successful and smooth processes from initial inquiry to event completion, achieving revenue & organizational goals.
- Actively promote, sell, coordinate, and manage the event logistics prior to, during, and after the event.
- Proactively identify prospective clients, conduct facility tours, manage client contracting for rentals, and maintain timely and thorough documentation of all communications and rental details.
- Provide direct supervision for all assigned team members, including involvement in hiring, oversight of all training, and day-to-day oversight to ensure high quality and successful events.
- Regularly review, audit, and revise internal rental policies and procedures to ensure they remain current, documented, organized, and meet the needs of the Botanical Garden's rental program.
- Ensure team members are trained and well-versed in Botanical Garden policies and procedures, rental program rules & regulations, software, and logistics. This knowledge by team members must also be effectively communicated to clients and visitors, and this manager will provide consistent support, intervention, and coaching regarding such communication.
- Collaborate on the development of related revenue and expense budgets to ensure the organization's strategic initiatives are met.
- Work in partnership with other Botanical Garden team members to schedule and coordinate use of the venue spaces for internal and external groups including facility service operations, client services, internal users, and external renters.
- Successfully manage vendor relationships and serve as the primary point of contact to events for monitoring payments, required documents, and any escalated concerns.
- Prepare and monitor monthly rental sales and revenue reports, analyze data, proactively set strategies, and adjust when needed to achieve goals.
- Serve as the primary contact and problem-solver related to facility rentals, space needs, room set-up, and other related issues.



- Collaborate with marketing colleagues to promote the Botanical Garden as a premier rental venue to drive rental sales. Serve as the subject-matter expert regarding rental and sales content for digital and print purposes.
- Serve on cross-departmental teams to create and execute events, exhibits, and exceptional experiences at the Botanical Garden.
- Develop, maintain, and promote positive and professional relationships with staff, volunteers, members, vendors, donors, contractors, and the public.

Success Factors

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

- Advance the mission, vision, and values of the Botanical Garden.
- Serve as a host for our guests. Create an exceptional guest experience by following our Guest Experience Standards and encouraging guests to return. All staff members are expected to interact with guests with a positive and welcoming attitude. Staff members talk with guests, answer their questions, and connect them to areas where they can deepen their experience with us.
- Serve as part of a cross-departmental team that delivers a superior guest experience, drives membership, and promotes the Botanical Garden mission.
- 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.

Qualifications

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

Education and Experience

- Minimum four years of successful event management, service management, and/or sales management experience.
- Bachelor's degree in hospitality-related field and/or equivalent preferred.
- Must have experience in the food and beverage industry and working with vendors.
- Supervisory experience or demonstrated ability to train and motivate team members.
- Must be available to work weekend and evening hours.
- Must possess excellent interpersonal and verbal communication skills demonstrated with diverse groups.
- Bi-lingual or multi-lingual skills highly desirable.

Knowledge, Skills and Abilities

- Excellent communication skills, both written and verbal. Communicate well with guests. Remain polite, courteous, and helpful at all times.
- Strong organizational skills.
- Working knowledge of Microsoft Office suite.
- Ability to work independently as well as in a team environment.
- Ability to calculate monetary transactions as well as figures and amounts such as discounts, interest, commissions, proportions, and percentages.
- Ability to read and interpret documents such as safety rules, operating & maintenance instructions, and procedure manuals written in the English language.
- Ability to successfully pass a criminal background check.



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 bending, stooping, reaching, crouching, or lifting (up to 50 lbs.).
- Prolonged periods of time standing.
- The employee is frequently required to walk, sit & stoop, kneel, crouch, or crawl.
- 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.