



JOB ANNOUNCEMENT
Director, Special Events, Filming and Concessions

South Coast Botanic Garden (SCBG) has thrived in the past couple of years as a destination for visitors to rediscover the rejuvenating powers of nature. Determined to provide access to nature to the widest possible audience, SCBG has expanded its services and hosted more visitors than ever before through the launch of the GLOW nighttime light experience and the SOAR butterfly pavilion. With the unveiling of the stunning Dorothy and John Bohannon Rose Garden, a show-stopping 400-square foot Living Wall, and the arrival of Hide and Seek, a long-term exhibit of eight remarkable largescale works of fine art sculpture, SCBG has significantly elevated its presentation of ornamental horticulture. There is even more excitement to come, with a long-range Vision Plan that will reimagine the entire guest experience, including the creation of a 3.5-acre Children and Family Garden scheduled for completion in the coming year. There has never been a better time to join this dynamic team.

POSITION TITLE:

Director, Special Events, Filming and Concessions

REPORTING RELATIONSHIP:

Reports to the Chief Development Officer

JOB SUMMARY:

South Coast Botanic Garden Foundation (SCBGF) seeks an enthusiastic, organized and self-motivated individual to provide strategic direction and oversight for the Special Events, Filming and Concessions Department, which is responsible for facility rentals, film shoots, public programs, development events and food and beverage sales.

The Director will oversee a department of six full time employees and six seasonal bartenders, including three direct reports: Associate Director of Filming and Event Sales, Concessions Manager, and Programs Manager.

RESPONSIBILITIES:

Management

- Set and meet ambitious revenue goals that will support SCBG and its mission
- Create and support a positive “can-do” culture with direct reports and colleagues
- Ensure the best possible event and dining experiences for our guests, donors, vendors, clients, volunteers and employees through staff services
- Encourage staff efficiency and encourage transparent and respectful communications
- Mentor team members to achieve proficiencies in professional and proactive communications and strategic decision-making
- Ensure seven-day per week staff scheduling in support of event productions, sales inquiries, program development and concessions
- Serve as a member of the organization’s Leadership Team – a cross-departmental group of individuals that help to set strategic direction for the SCBG

- Design new programs that will enhance the guest experience while generating new revenue streams. Current untapped opportunities include children’s birthday parties, subscription tea parties, bespoke picnics and themed subscription events.

Third Party Rentals, Filming and Photography

- Meet or exceed revenue and expense goals for facility rentals and filming each year
- Set strategic direction and coach the sales team to greater financial success
- Oversee an efficient and effective sales cycle to maximize revenues
- Continually assess pricing for facility rentals to both increase revenues and streamline the cost of doing business
- Represent the facility at networking and outreach events
- Create a plan for out-bound sales, with special business-to-business strategies for corporate, event planner, film industry and memorial referrals
- Through tracking, ensure that passive sales are swiftly attended to
- Optimize the location and make use of the spaces with innovations to create new revenue streams
- Ensure a positive experience for all film crews to ensure SCBG is considered “film-friendly” and event clients to encourage repeat business and referrals
- Protect the facility with clearly stated rules and policies and on-site event monitoring
- Actively communicate with internal stakeholders to proactively present an excellent facility rental experience for guests, visitors and colleagues
- Consider the guest experience of our general public to ensure all guests can enjoy SCBG, even if an area is closed for a special event

Public Programs, Development Events and Classes

- Work with the Director of Membership and Visitor Services and Director of Philanthropy and Planned Giving, to coordinate all Membership and Development events to ensure an excellent experience for all
- Leverage relationships to garner discounted and complimentary services for productions, as a means to manage SCBG’s limited resources
- Work cross-departmentally to ensure a high level of communication and to clearly define the assignment of duties
- Provide a high-level of customer service to our internal stakeholders
- Create a unique series of events designed to attract ticket buyers while supporting SCBG’s mission. Such programs currently include: Lunar New Year (a month-long celebration on weekends); Sunset Series (a series of 6-15 after-hours events with live musical performances, children’s activities, and food and drink); and Dog Walking Days (a monthly invitation for dog-owners to enjoy SCBG).
- Work closely with Learning and Engagement team to make arrangements for the set-up and tear-down of classes
- Support the calendaring and set-ups for plant societies and gardening clubs

Food and Beverage

- Oversee food and beverage operations at SCBG with a focus on revenue generation and as a guest amenity – including daytime services and beverage catering for third party clients

Other duties as assigned

REQUIREMENTS:

- Requires a tenacious focus on revenue generation, with the aptitude to build upon and support existing revenue streams while constructing new opportunities through creative ideas and strategic thinking

- Knowledge of technical event production and logistical expertise to produce complex events with high-quality while working within budget
- Demonstrate creativity in event design in order to design memorable experiences that will successfully attract guests, donors and clients
- Experience in team management and motivational skills is critical for the oversight of this hard-working seven-day per week operation
- Strong ability to build relationships to connect with and inspire internal and external stakeholders, including colleagues, clients, vendors and members of the Board of Directors
- Strong organizational and business skills, with exceptional attention to detail. Will need to make decisions under pressure, solve complex problems, anticipate project needs, discern work priorities, maintain confidentiality and meet deadlines with little supervision.
- Aptitude in budget management
- Excellent verbal and written communication skills
- Adaptability/flexibility
- Ability to prioritize responsibilities and work with little supervision
- Ability to multi-task simultaneous projects effectively
- Exceptional customer-service orientation
- Exceptional interpersonal skills
- Professional and helpful demeanor
- Ability to maintain a strict level of confidentiality
- High level of comfort with technology and the ability to learn new software that are specific to SCBGF
- Proficiency in MS Office Suite and Google Suite with ability to quickly become proficient with in-house software, including Altru, Square and CalendarWiz

QUALIFICATIONS:

- Bachelor's degree preferred
- At least 7 years of related experience
- ServSafe Manager Certification and Training for Intervention Procedures (TIPS) certifications required

Position is full-time, exempt. Must be available weekdays, some weekday evenings, some holidays and many weekends. The annual salary starts at \$70,000. Please submit your cover letter and resume to danielle@southcoastbotanicgarden.org to apply.

South Coast Botanic Garden Foundation is dedicated to a practice of diversity, inclusion, access and equity for all employees and visitors.