



JOB ANNOUNCEMENT
Manager, Event and Filming Sales

South Coast Botanic Garden's mission is to connect ALL to the wonders of nature and create experiences that inspire stewardship and sustainability. The 87-acre destination is an oasis of formal gardens and natural walking trails founded atop the most unlikely of beginnings – a sanitary landfill. Today, the South Coast Botanic Garden stands as a testament to the regenerative power of nature and the possibilities for land reclamation. The stunning Dorothy and John Bohannon Rose Garden is a signature experience, along with the show-stopping Living Wall, a long-term exhibit of eight remarkable largescale works of fine art sculpture, and seasonal butterfly pavilion. Programs invite guests to interact with nature through music, craft, science and wellness activities. There is even more excitement to come, with the creation of a 3.5-acre Marilyn and John Long 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:

Manager, Event and Filming Sales

REPORTING RELATIONSHIP:

Reports to Director, Special Events, Filming and Concessions

JOB SUMMARY:

South Coast Botanic Garden Foundation seeks an enthusiastic, organized and self-motivated salesperson to oversee the rental and booking of events, film shoots and special experiences.

The Manager, Event and Filming Sales will oversee one employee and will work collaboratively with colleagues and volunteers to ensure all facility rentals are highly organized and well executed with the highest possible standards for customer service with both internal employees and external clients. This position provides an excellent opportunity to make connections with the Garden community.

RESPONSIBILITIES: Including, but not limited to:

- Establish and meet sales goals that will support South Coast Botanic Garden and its mission by maximizing our limited inventory of available dates
- Set sales cycle strategy that is attentive and responsive to inquiries while maximizing opportunities for booking the venue
- Understand the regional market and continuously benchmark the packages, amenities and pricing of the Garden to be a competitive and successful facility rental program
- Actively seek and create new leads via networking, outreach programs and relationship-building with professional event producers and film scouts
- Establish and maintain relationships with film producers, directors, location scouts and others in the film and photography industry to position the Garden to be front-of-mind with potential photography and filming clients
- Provide a warm and welcoming experience for our event clients, in particular, wedding couples, corporate event producers and film production crews
- Balance competing priorities related to the protection of the Garden collections and the guest experience when booking a high volume of facility rentals

- Apply critical thinking about available resources – venues, staff, furniture, etc. when booking the venue
- Create and support a positive “can-do” culture with direct report 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 through transparent and respectful communications
- Mentor team members to achieve proficiencies in professional and proactive communications and strategic decision-making
- Schedule staffing to provide coverage seven days a week to support sales inquiries and facility rentals
- Support the production team as needed to ensure excellent customer service and a high level of protection of the Garden’s collections and property
- Assist in the design of 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.
- Conduct research to find platforms for managing a preferred vendor program
- Work closely with Marketing to create professional promotional materials for sales
- Upsell classes, food and beverage packages and additional space rental when possible
- Meet monthly and annual sales goals
- Coordinate load-in schedules
- Create and revise layouts as needed for each event
- Serve as liaison with vendors on event-related matters as necessary
- Ensure clients have met all guidelines for hosting events
- Confirm contracts are vetted and fully executed within acceptable timelines
- Manage department budgets, dashboards and P&L’s for each event
- Place orders and purchase supplies as needed from vendor resources
- Prepare collateral materials as needed
- Monitor private events and filming and assist as needed
- Close out all events as required – with payment in full prior to event start
- Work closely with all departments involved to ensure proper coordination and communication

REQUIREMENTS:

- Effectively use sales techniques to make a pitch and close deals
- Self-motivated, organized, especially detail-oriented, and adaptable
- Ability to meet deadlines; coordinate multiple events, projects and tasks simultaneously; prioritize duties; and work independently as well as work as part of a team
- Excellent verbal and written communication skills: including proofreading skills
- Excellent interpersonal skills both in person and by phone, with high degree of professionalism
- Strong customer service ethic and high expectations for quality service delivery
- Ability to work in a fast-paced environment and remain flexible, professional, client-focused and positive
- Ability to recognize problems and to take appropriate actions toward solutions and escalate to senior management as needed
- Create and maintain positive community relationships
- Proficiency in MS Office Suite and Google Suite with ability to quickly become proficient with in-house software, including Altru, Square and CalendarWiz
- Familiarity with Photoshop and Illustrator
- Basic mathematical skills
- Basic understanding of legal contract language
- Maintain high standards of productivity, cooperation, attendance and efficiency
- Promote the mission of the Garden
- Follow branding and communications standards established for the Garden
- Maintain a positive public image for the Garden

- Ability to lift up to 20 pounds regularly
- Requires prolonged standing and/or sitting
- Ability to operate Garden vehicles

QUALIFICATIONS:

- Bachelor's degree preferred; or equivalent work experience
- Minimum 2-3 years of sales experience, preferably with a focus on special events or facility rentals
- Minimum 2-3 years of experience with office administration
- Valid current Driver License required

Position is full-time, non-exempt. Must be available weekdays, some weekday evenings, some holidays and most weekends. Pay range is \$25-\$29 per hour. Please submit your cover letter and resume to michaelh@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.