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Title

Senior Director of Visitor Services

Reports to

Executive Director

Status

Full-time

Salary

\$62,000-75,000

As a direct report to the Executive Director and a key member of the Idaho Botanical Garden leadership team, the Senior Director of Visitor Services is responsible for the creation, implementation and ongoing success of comprehensive education, event, volunteer, and visitor experience programs. The Senior Director of Visitor Services strategizes, plans, evaluates, promotes and analyzes the Garden's Event, Education, Volunteer, and Visitor Services programs, budgets, and departments. This position represents an exciting opportunity to shape the organization's programmatic future in a way that attracts and serves diverse and inclusive audiences and is a part of the Garden's mission to grow our community by connecting people, plants, and nature.

Responsibilities

Key Responsibilities:

- Promote the growth of Idaho Botanical Garden Visitor Services Department by providing strategic direction on the Garden's visitor services programs.
- Works with all Garden Departments to create a positive environment in which staff, volunteers, visitors, members, and vendors feel welcome and enjoy their Garden experience.
- Develop and ensure that department systems, procedures, programs and practices support safe and effective operations while providing outstanding customer service.

Department Leadership and Administration

- Assess, build, and lead the overall quality of the guest experience and daily operations of the Garden to ensure a positive experience for all.
- Works with Department Directors to establish Visitor Services revenue and expense objectives by forecasting and developing annual revenue, fee and expense budgets.
- Develop new revenue opportunities and grow existing streams, together across Garden Departments.
- Create and implement strategic revenue and marketing plans that successfully achieve visitor services objectives.
- Directs and manages daily activities of the visitor service admission staff including assigning tasks, scheduling of staff and volunteers and appropriate employment practices.
- Regularly evaluate Museum operations and identify areas for improvement and cost savings.
- Guide orientation and training of all front-line staff and volunteers.
- Oversee the management and implementation of IBG program, event, and admission fees.
- Oversee the daily activities of the Events, Education and Volunteer Department Directors in their duties including assigning tasks, scheduling of staff and volunteers as well as employment practices within their own departments.
- Work with individual departments to plan and coordinate admission processes and staffing for Garden events, programs and general admission.

Strategy and Planning

- Working within current Garden strategic and master plans, Garden art committee and art programming, spearhead the creation of strategic annual goals and objectives for visitor services department; and provide leadership for program development, funding, implementation and evaluation.
- Ensure achievement of goals through the creation of annual and multi-year program development and financial plans.
- Complete market research and analyze results to adjust revenue and marketing strategy for maximum success.
- Implement ongoing review and evaluation of the visitor experience through constant evaluation of all aspects of Visitor Services Department, and provide regular analytical reports to the Executive Director, management team on occasion, Board of Directors.

Communication and Messaging:

- Work with Marketing and Communication Director in the creation of visitor messaging for all promotions, programs, events, admissions and related activities.
- Coordinate with marketing department for consistent on-site messaging and signage as well as advertising to drive overall visitorship, as well as event and education program attendance.

Skills, Specifications, & Experience

- Minimum of 5 years' experience in staff management
- Minimum of 3 years' experience in event management
- Minimum of 3 years' experience in Visitor or Guest Relations professional staff, and operations within a cultural institution or similar high customer/guest-centric environment
- Ability to multi-task in a fast-paced, creative environment and to work well under pressure
- Excellent interpersonal, verbal and written communication skills
- Excellent attention to detail and follow-through
- Exceptional organizational and diplomacy skills, decision-making skills and sound judgment
- Ability to adapt to challenges and opportunities with a solution-oriented perspective
- Computer proficiency essential; strong understanding of Microsoft Office

Requirements

- Minimum of 5 years' experience in staff management
- Sales or business development experience a plus

To Apply

Please submit resume and cover letter by April 26, 2021 for review to hire@idahobotanicalgarden.org