

Visitor Services & Membership Manager

Mission: We garden to create, share and apply plant wisdom in our world.

Job Summary

The Visitor Services & Membership Manager manages the Visitor Services and Membership teams and all aspects of their work at the Garden. This key position leads by example to provide excellent visitor experiences at the Garden. This position manages the Welcome Center including admissions operations, gift shop, and membership activities and requires experience with online ticketing and point of sales software programs. In addition, this manager must have solid leadership and supervisory skills, and a strong passion for serving others. The Visitor Services & Membership Manager is a full-time exempt position with a Tuesday through Saturday schedule that also flexes to cover holidays and special events. This position reports to the Senior Director of Education and Visitor Services with an annual salary starting at \$64,480.

Essential Functions

- Work with the Senior Director of Education & Visitor Services to develop monthly, quarterly and annual strategies

Membership

- Manage and grow the Garden's Membership Program
 - Advise on membership levels, pricing and policies
 - Conduct annual competitive market analysis

Visitor Services

- Manage the Visitor Services team and volunteers providing direction and strategy
- Work with Volunteer Coordinator to schedule and coordinate volunteer training sessions and shifts (Tour Guides, Welcome Ambassadors, Admissions, Gift Shop, Conservatory Ambassador, Shuttle Drivers, etc.)
- Manage visitor-facing activities including the Garden's phone systems
- Gather data and provide regular updates on key metrics for attendance, memberships, revenue, etc., to Garden leadership
- Advise on admissions pricing and visitor policies
- Work the Admissions Desk as needed including covering lunch shifts
- Monitor secure money handling practices

Managerial

- Track progress to meet annual goals
- Oversee scheduling for the Visitor Services and Membership teams and review electronic timesheets for direct reports
- Work with SDBG's Database Specialist to set best practices and standard operating procedures for POS and CRM systems
- Coordinate with other staff and departments on a variety of activities
- Regularly check the website and initiate updates as needed regarding events, closures, etc.
- Conduct continual research on best practices
- Respond to a variety of internal and external inquiries via email, phone and in person

Competencies

- Enthusiasm for, and demonstrated ability to work with diverse audiences

- Ability to understand, oversee, and troubleshoot all software programs related to ticketing, admissions, membership, sales, and donors. These include: Square, Quickbooks, and other POS and CRM systems and able to learn specific programs such as Square, ActiveNet, etc. and train others
- Proficient in Microsoft Office, Google Workspace
- Adaptability to shifting priorities in the Garden environment, especially with regard to safety
- Contribute to a positive work environment; be a role model of excellence for teams
- Be an advocate for inclusion, diversity, equity and accessibility (IDEA) efforts in the Garden
- Possess business acumen and experience in earned revenue practices
- Strong ability to communicate and coordinate with other departments and changing priorities, with minimal supervision and frequent interruptions
- Excellent interpersonal communication, organizational, and customer service skills with internal and external customers
- Proven ability to work with and guide volunteers in a respectful manner

Preferred

- Proficiency in Spanish

Education and Experience

- Bachelor's degree or coursework in hospitality, business management or related field, preferred
- At least 2 years' experience working in a customer service-related position and managing a team, required
- Experience with ticketing, membership, and sales, required

Work Environment

- Occasional work outdoors throughout the year
- Combination of office environment, seated or standing at a desk, frequent walking
- Traversing through occasionally uneven Garden terrain
- Occasional to frequent need to shift work days and hours to accommodate Garden activities and holidays

Physical Requirements

- Ability to drive a golf cart
- Ability to walk and/or stand for extended periods
- Ability to lift up to 30 pounds

Other Duties

- Perform other duties or special projects as assigned

Additional requirements

- Must possess a valid driver's license
- Pass a background check

SDBG Diversity Statement

San Diego Botanic Garden is committed to creating, maintaining and growing a welcoming and inclusive environment. Just as our natural world relies on plant diversity, we believe that cultivating diversity amongst our staff and volunteers contributes to a flourishing Garden. We are dedicated to ongoing conversations as we celebrate and support the unique attributes of all people.

Apply by sending your résumé and cover letter to jgardner@sdbgarden.org.