

## JOB DESCRIPTION

**Position Title:** Manager, Festivals and Signature Events

**Position Reports to (Title):** Chief Executive Officer

**Effective Date:** May 2022

**Department:** Programming

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### **1. Position Summary**

The Manager, Festivals and Signature Events leads all initiatives related to engagement for their respective programs. This position plays a critical role in advancing the Garden's mission to engage visitors by continually improving and refreshing the experience of our current patrons and future visitors, and in developing approaches that serve as a model for other gardens nationally and internationally. Provide strategic leadership for the Garden's program initiatives through festivals and signature events by shaping innovative experiences for patrons of all ages and engage cross-departmental teams that together design exciting experiences. Extensive growth and innovation through quality programs and experiences, and success in revenue-generation for the Garden are high priorities. This department will work with other areas to transform each cadre of visitors into engaged partners who regularly enjoy the gardens and programs. Evaluating audience interest and experience is part of the work of this department, providing the organization with an evidence-based foundation to inform organizational projects and better serve the community.

### **2. Essential Functions**

#### Strategic Leadership

1. Provide leadership in the development for the continuous evaluation of short and long-term strategic objectives and success
2. Ensure credibility of festivals and signature events by providing timely and accurate analysis
3. Provide input and insight into policy and process development to better utilize the organization's resources
4. Advise and evaluate on impact of long-range planning and new programs and strategies
5. Establish and maintain strong relationships with key employees.
6. Provide recommendations to strategically enhance signature events objectives
7. Assimilate information across disciplines and departments to provide leadership and support in decision making
8. Provide fundraising support as required of the organization as well as work closely with the Director, Visitor Experience incorporating all visitor touchpoints at the Gardens.
9. Play a key role in the development and execution of key Master Plan initiatives

#### Managing Festivals and Signature Events

1. On the basis of a long-range plan, develop and execute a viable, outcomes-based signature events plan including the overall calendaring, coordinating, planning, execution and analysis.
2. Provide the CEO progress reports and statements as requested, measuring movement toward measurable outcomes
3. Keep abreast of research and trends in informal education specifically as it relates to botanical gardens and other cultural institutions
4. Work collaboratively with the Director, Horticulture to foster and develop a partnership with content experts, collaborating and coordinating efforts in all event development.
5. Work collaboratively with the Managers of Education and Exhibitions to develop robust offerings that imbeds visitor amenities in programming strategies.

## Operations

1. Collaborates extensively with the Managers of Education and Exhibitions, and appropriate departments, to develop budgets related to festival and signature events initiatives.
2. Serves as 'go to' person for all assigned events.
3. Lead and / or collaborate on all events within festivals.
4. Collaborates with Manager, Private Events and Director, Visitor Experience to align campus event scheduling
5. Effectively utilize the Altru database for marketing and activation decisions
6. In concert with staff, create and oversee maintenance of appropriate record-keeping systems for tracking visitor participation and engagement
7. Work closely with the CEO, COO, Director of Development & Communications for fundraising, marketing, responsible program plans and cost controls; identify current and potential sources of program funding and pursue them in close coordination with appropriate leaders; and focus extensively on building revenue-generating initiatives that financially support the Gardens.

## Outreach

1. Appropriately manage various external relationships and partnerships.
2. Serve as a visible proponent for Powell Garden's events locally, nationally and internationally, assuring that the interests of the Gardens are advanced and fully understood, and are at the forefront of excellence and innovation
3. Partner extensively with other senior-level leaders within Powell Gardens who manage the organization's horticulture, education, and operations; with Board members, volunteers; and other external groups as required
4. Identify and develop new partnerships where appropriate

## Supervision

1. Hold staff accountable as it relates to festivals and signature events.
2. Mentor and coach employees encouraging the highest quality of work and productivity
3. Establish productive and collaborative working relationships with colleagues, Board members, patrons and volunteers; sustain and strengthen a culture of accountability, teamwork, communication, innovation and integrity; serve as an advocate for the organization's education programs.

### **3. Sphere of Responsibility**

Member of the Programming Team

Member of the Visioning Committee

Member of Revenue Strategy Committee

Member of the Leadership Team (Mid-level management)

Board of Directors direct engagement

Attends and presents at Visitor Experience & Education Board Committee meetings

### **4. Internal and External Contacts**

**Internal:** All Powell Gardens employees, Board of Directors, volunteers

**External:** Vendors, Donors, Prospects, Community

**5. Consequence of Error**

The Manager, Festivals and Signature Events is one of the key figures responsible for visitor engagement. Programs, events and other programming strategies aid visitors in experiencing the Gardens and help build impact. Failure to successfully execute the duties of this position can result in lost revenue, poor visitor experience and damaged relationships causing financial hardship on the organization.

**6. Experience/Education**

<b>Education</b>	Bachelor’s Degree required; Master’s Degree in Event Planning, Project Management or related field is preferred
<b>Experience</b>	5+ years of progressively responsible management experience 5+ years of complex event planning experience Demonstrated effectiveness in leading collaborative teams to achieve organizational goals
<b>Knowledge</b>	Evidence of strategic leadership, vision, long-range planning and execution. Experience with earned-income programming. Proven problem-solving and planning capabilities along with at least five years of management experience in a related field. A mature level of judgment and decision-making in a changing, fast-paced, future-thinking and visitor-centric environment; the ability to explain education and interpretation concepts and approaches to people who are not specialists and to engage their support; ability to think critically, work independently and resolve complex problems; a high energy level; ability to manage multiple activities and responsibilities. Outstanding organizational and planning skills
<b>Communications</b>	Speak, listen, and write in a clear, thorough and timely manner Diplomatic and professional Transparent and factual
<b>Core Competencies</b>	<b>Action- Oriented and Nimble Learning</b> Readily acts on challenges, without unnecessary planning; identifies and seizes new opportunities; displays a can-do attitude in good and bad times; steps up to handle tough issues; learns quickly when facing new situations; experiments to find new solutions; takes on the challenge of unfamiliar tasks; extracts lessons learned from failures and mistakes <b>Balance stakeholders:</b> Understands internal and external stakeholder requirements, expectations and needs; balances the interest of multiple stakeholders; considers cultural and ethical factors in decision-making process; acts fairly despite conflicting demands of stakeholders <b>Builds Networks</b> Maintains relationships across a variety of functions and locations; draws upon multiple relationships to exchange ideas, resources, and know-how; consults with a wide network of internal and external connections; connects the right people to accomplish goals, works through formal and informal channels to build broad-based relationships and support <b>Collaborates</b>

Models collaboration across the organization; facilitates an open dialogue with a wide variety of contributors and stakeholders; represents own interests while being fair to others and their interests; credits others for their contributions and accomplishments; promotes high visibility of shared contributions to goals

**Cultivates Innovation**

Moves beyond traditional ways of doing things; pushes past the status quo; continually assesses the market potential of an innovative idea or solution; finds and champions the best creative ideas and actively moves them into implementation; tries multiple varied approaches to innovative ideas; builds excitement in others to explore creative options

**Drive results:** Has a strong bottom-line orientation-sets aggressive goals and high standards; persists in accomplishing objectives despite obstacles and setbacks; has a track record of exceeding goals successfully; pushes self and helps others achieve results; pursues everything with energy drive and the need to finish

**Drives Vision and Purpose and Strategic Mindset:**

Sees the big picture, constantly imagines future scenarios, and creates strategies to sustain competitive advantage; is a visionary and able to articulately paint credible pictures and visions of possibilities and likelihoods; formulates a clear strategy and maps the aggressive steps that will clearly accelerate the organization toward its strategic goals; talks about future possibilities in a positive way; creates milestones and symbols to rally support behind the vision; articulates the vision in a way everyone can relate to creates organization-wide energy and optimism for the future; shows personal commitment to the vision

**Financial Acumen:** Understands financial objectives, creates realistic financial plans with solid projections, monitors and evaluates results utilizing financial resources and advises and takes action accordingly, actively contributes to the overall business health of the organization by cost/inventory control and revenue generation

**Managing Change & Improvement:** Measures effectiveness in initiating changes, adapting to necessary changes from old methods when they are no longer practical, identifying new methods and generating improvement in the organization's performance.

**Manages Complexity:** Asks the right questions to accurately analyze situations; uncovers root causes to difficult problems; evaluates pros and cons, risks and benefits of different solution options; readily distinguishes between what's relevant and what's unimportant to make sense of complex situations; analyzes multiple and diverse sources of information to define problems accurately before moving to solutions

**Manages Conflict:** Steps up to conflicts, seeing them as opportunities; asks questions and listens closely to all issues presented; finds common ground and drives to consensus, ensuring that all feel heard; defuses high tension situations effectively

**Optimizes Work Processes:** Designs processes and procedures that allow managing from a distance; seeks ways to improve processes, from small tweaks to complete reengineering; separates and combines tasks into efficient and simple workflow; thinks about the whole system; focuses efforts on continuous improvement; has a knack for identifying and seizing opportunities for synergy and integration

**Persuades and Negotiates:** Convinces others to take action; negotiates skillfully in touchy situations; responds effectively to the reactions and positions of others; shares own ideas in a compelling manner that gains commitment from

	<p>others; finds common ground and acceptable alternatives that satisfy the needs of multiple stakeholders</p> <p><b>Plans and aligns:</b> Contributes to key results through execution of job duties; makes sound and timely decisions related to job duties; consulting others as appropriate; suggests ways to do the job better</p> <p><b>Situational Adaptability and Decision Quality</b></p> <p>Picks up on situational cues and adjusts in the moment; readily adapts personal, interpersonal, and leadership behavior; understands that different situations may call for different approaches; can act differently depending on the circumstances: Makes sound decisions, even in the absence of complete information; relies on a mixture of analysis, wisdom, experience, and judgment when making decisions; considers all relevant factors and uses appropriate decision-making criteria and principles; recognizes when a quick 80% solution will suffice</p> <p><b>Tech savvy:</b> Anticipates the impact of emerging technologies and makes adjustments; readily learns and adopts new technologies; continually scans the environment for technology breakthroughs; experiments with a wide range of existing technologies while applying new and emerging options that can enhance organizational outcomes; encourages others to learn and adopt new technologies</p>
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**7. Work Environment/Physical Requirements**

Primarily Monday through Friday, 8 am to 5 pm, but employee must be willing to work longer hours as projects and deadlines require. Schedule can be a blended onsite and remote officing. Must be available to work as required at events, programs and all staff team building events. Attend Board Committee meetings outside of normal working hours. Travel to off-site meetings as required. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; move throughout a multi-facility work location

**Disclaimer Statement:**

*Every effort has been made to make your job description as complete as possible. However, this position description in no way state or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.*

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_