

## SALES AND EVENT MANAGER

### Position Purpose

Every position at FWBG|BRIT is important to the organization's success and contributes to the accomplishment of the strategic goals and, ultimately, achievement of its vision for the future. This role encompasses every employee's goal of engaging with colleagues, partners, and stakeholders in support of the organization's mission. Engagement includes participation on teams and committees, exerting extra effort to help the organization succeed, and investing time in the guest experience. Success in this position involves taking pride in working for this organization, committing to effective communication, being solution focused, and embracing a culture of positive change. FWBG|BRIT is continuously working to build a culture where employees each work with an enthusiastic desire to contribute their skills, wisdom, and ideas towards their team's performance and to experience a sense of satisfaction in the important role they play.

This position performs sales and provides administrative, technical, and customer service support for the Fort Worth Botanic Garden | Botanical Research Institute of Texas (FWBG|BRIT). Assists booking process for public and private events.

### Principal Responsibilities/Duties/Functions/Tasks

- Assists clients and event planners with site tours, insurance and license agreements, facility rental payments, bid proposals, contractual terms including lease agreements, and booking guidelines and rates for conventions, meetings, and trade shows.
- Monitors and ensures successful facility utilization to maximize facility usage.
- Provides facility usage information, which includes including building capacity, technical services and facility guidelines and regulations such as fire codes, health regulations, food and beverage requirements and security requirements.
- Coordinates and assists with third party vendor functions; provides set-up, needed equipment, decorators, staging, catering, move-out, etc..
- Reviews and verifies client references regarding research event history, press coverage and past attendance.
- Processes and maintains client files, forms, statistical and monthly reports, and other related documents.
- Prepares cost estimates, equipment, space availability, room arrangement, and information on staff needed to clients; verifies and receives rental payments from clients; maintains receipts and outstanding balances for all services rendered.
- Attends events and trade shows to generate new rental and event leads.
- Provides post surveys and evaluation forms to clients and distributes findings reports.
- Assists with the preparation of client gifts and appreciation functions such as dinners, parties, and networking events.
- Participates in the development and administration of department goals, objectives, and procedures.
- Researches, analyzes, and evaluates new public events methods and techniques for more efficient operations.

- Assist in the development of marketing strategy for upcoming events and creates marketing materials for garden events such as teas, and large-scale public events including internal garden signage.
- Participates in large scale public events by organizing, leading, or attending committee meetings and ensuring that follow up is done on all addressed topics and decisions are executed.
- Designs and implements social media strategies that align with the new image of events at the Garden and runs new Events Instagram page.
- Researches industry trends to keep Garden current through webinars, blogs, industry leaders, researcher's data, etc..
- Assist marketing by gathering photographs and or other promotional material to create content.
- Creates and provides diagrams for event setup to both staff and clients for events.
- Works closely with client throughout the entire event planning period from initial inquiry to booking, to planning, to working the event on the day scheduled.
- Writes and presents weekly reports at weekly department staff meeting.
- Organizes and calendars all staff and internal events.
- Communicates daily with public events attendants and events staff to ensure success of event.
- Sends follow-up materials ad cards to past clients with congratulations and maintains calendar of event follow-up to acquire recommendations and repeat clients.
- Participates in the planning, preparation, and filling of employee roles for various public events/exhibits hosted by the FWBG|BRIT.

### Supervisory Responsibility

May oversee activities of volunteers.

### Position Type, Expected Hours of Work, Travel

This is a full-time position with regular work hours scheduled Saturday through Friday, between 8:00 a.m. and 6:00 p.m.; however, this position can regularly require long hours.

Working on evenings and on holidays may be required. Local daytime travel may be required.

Flextime is a work schedule arrangement that may or may not be appropriate for this position.

### Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. This role also regularly interacts with the public.

This position will also work outside during public exhibits/events in Texas climate conditions.

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Position requires sedentary work involving sitting most of the time. Work is sedentary if walking and standing are required only occasionally.

While performing the duties of this job, the employee is regularly required to talk or hear and use repetitive motions. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Employee typically exerts up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

### Special Position Requirements

Due to the job responsibilities that include financial transactions and confidential information for this position, a credit check may be conducted. FWBG|BRIT complies with all applicable federal and state laws regarding the collection, storage, use and disposal of information obtained as part of the credit check. Employee must maintain current Texas Driver's License and auto-related liability insurance.

### Required Education and Experience

- Sales/customer service background with proven ability to evaluate and respond to the needs of the client to provide quality customer service
- Knowledge of the operational characteristics, services, and activities of a public events facility
- Education in the principles and practices of public events arrangements and procedures
- Experience with efficient and safe techniques in facility management.
- Education in the methods, techniques, procedures, and practices of marketing, advertising, and promotions.
- Knowledge of the policies and requirements of food and beverage handling, traffic, safety, signage, and distribution of literature per city code
- Experience with computers and applicable software with advanced Microsoft Excel skills

### Preferences

Multi-lingual

Associates degree from an accredited college with major course work in Business Administration, Business Management, Marketing, Public Relations, Hotel Management or a related field and two years of responsible experience involving clerical and administrative functions in a sales, promotion, and/or advertisement capacity

### Additional Eligibility Qualifications

- Ability to effectively plan and prioritize with confidence to make decisions.
- Ability to successfully establish and maintain effective working relationships.
- Excellent organization and time management skills.
- Confidence to analyze problems, identify solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Effective oral and written communication skills with ability to prepare clear and concise administrative and financial reports.

- Ability to interpret, follow, and apply policies and procedures.

### AAP/EEO Statement

FWBG|BRIT is committed to a policy of equal employment opportunity. See Employee Handbook for detailed policy.

### Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.