

GREEN BAY BOTANICAL GARDEN  
POSITION DESCRIPTION

**TITLE:** Sales & Rental Coordinator  
**DEPARTMENT:** Operations  
**STATUS:** Non-exempt, full-time  
**REPORTS TO:** Sales & Event Manager  
**DATE:** January 3, 2018

**Position Summary**

Assist in developing and implementing the Sales and Marketing plan for rentals and group tours, ensuring guests have an exceptional experience. Proactive selling to the social, group and corporate markets. Schedules and books all facilities for private rental and internal events, including on-site logistics of these events. Working with the Garden team in assisting in all Garden events to achieve overall organizational success.

**Job Duties**

1. Participate in all aspects of a successful facility rental program: prospecting, touring, negotiating and generating contracts, event detailing, payment management and guest follow up including satisfaction surveys to ensure each event is a success.
2. Work flexible hours with availability to clients during all meetings and events including weeknights and weekends (if necessary). Attend trade shows as needed to help promote rentals.
3. In conjunction with the Sales & Event Manager and Marketing Manager, develop and implement effective marketing and promotional plans and materials for all facility rentals (indoor and outdoor), group tours and photography opportunities.
4. In conjunction with the beverage coordinator, detail the beverage service needs for all client related events to guests' specifications including payments.
5. Organize and coordinate communications/meetings for all staff involved with events/rentals as needed, to facilitate timely implementation and successful oversight.
6. Administrator of the Event Management System (EMS) including overall system efficiency, reports, inventory, and facilities. Maintain master calendar (EMS) used to track and manage all rentals and private events. Run updates/patches when necessary. Train staff on effective use of the program for consistent communication and use.
7. Prospect and maintain connections with businesses, organizations and promotion outlets to increase awareness of rentals and services.
8. Assist Sales & Events Manager in producing and submitting an annual budget to meet the operational and income goals of the department. Maintain and manage all revenue and expenses related to sales department.
9. Manage arrangements for all outside event-related event services such as tent, table and chair rentals, as well as, catering services.
10. Communicate new corporate rental prospects to Director of Development in order to evaluate new opportunities for partnership/sponsorship of the Garden.

### **Education, Experience and Skills Required**

1. Bachelor's degree preferred and/or 3 years Sales management or event coordination experience
2. Knowledge of Microsoft Office and/or other database programs
3. Knowledge of audio, visual and sound equipment set-up and operation preferred
4. Excellent organizational, interpersonal, written and verbal communication skills with a sincere desire to serve the public
5. Strong attention to detail and accuracy
6. Positive attitude, dependable, reliable
7. Able to work as a team, yet be the lead in handling challenging situations during an event
8. Occasional standing up to 4 hours; some lifting and hauling of furniture or materials up to 40 pounds is required
9. Must be flexible in working hours and environment, meeting with clients and touring indoors/outdoors. Working weekends to assist with events are required on occasion
10. Must have a vehicle
11. Desire to work in a mission-based environment and knowledge of community resources is a plus

### **To apply:**

Email cover letter and resume to [info@gbbg.org](mailto:info@gbbg.org), or Green Bay Botanical Garden, 2600 Larsen Road, Green Bay, WI 54303, attn.: Hiring Manager by February 2, 2018.