

# Events Staff Assistant

Lewis Ginter Botanical Garden ◊ 1800 Lakeside Avenue ◊ Richmond, VA 23228 ◊ 804-262-9887

<b>Direct Supervisor:</b>	Facility Events Coordinator	<b>Date Created:</b>	7/25/17
<b>Department/Group:</b>	Guest Services	<b>Job Category: (E or NE)</b>	NE
<b>Location:</b>	Henrico, VA	<b>Travel Required:</b>	N
<b>Contact:</b>	Donna Dooley <a href="mailto:facilityevents@lewisginter.org">facilityevents@lewisginter.org</a>	<b>Position Type: (FT / PT)</b>	FT – Wednesday- Sunday 37.5 Hours per week

**Job Summary:** Lewis Ginter Botanical Garden comprises 81 total acres, with 35 acres under intense cultivation and a conservatory with over 10,500 sq. ft. of display area. The Garden accommodated 450,000 visitors in FY 2016-17, almost 450 rental groups during 2016, including 77 weddings and hundreds of education offerings for all age groups.

The Events Staff Assistant reports to the Assistant Facility Events Coordinator and is responsible for supporting rental events including weddings, corporate, nonprofit and private events, as well as GardenFest events, and to ensure a quality experience for the rental client and their guests. This position will work closely with the Facility Events Coordinators, Director of Guest Services, Meriwether Godsey Managers, Operations Team Members, and in cooperation with the Garden's Security Coordinator to ensure events run smoothly and in accordance with facility rental terms and conditions.

## **Essential Duties and Responsibilities:**

- Provide regular on-site event support that enables the department coordinators to focus on handling rental inquiries, setting appointments for tours, generating contracts, maintaining accurate website information, a consistent social media presence and develop new marketing strategies to increase revenue.
- Creates and posts temporary event signage for facility rental events based on booked events.
- Inspects event venue to ensure the physical event setup is complete, accurate and ready for guests.
- Directs vendors to appropriate venue(s) based on vendor information form(s) and in compliance with rental contract terms and conditions.
- Serves as initial point of contact for rental clients and guests to ensure they find desired destinations (event sites, parking lots and event entrances, etc.) and provide event or basic Garden information as needed.
- Comfortable meeting with potential rental clients and providing facility tours for drop-ins and appointments for wedding, corporate, non-profit and private events.
- Knowledgeable about facility rental terms and conditions, especially key terms that may affect multiple events and can site these correctly during tours.
- Able to quickly understand the Gardens complex logistics for all programming schedules and intuitively trouble shoot or relay concerns to supervisor.
- Meets with booked rental clients to perform audiovisual tests as needed and required
- Responds to guest feedback, keeping supervisors informed of desired results, and working towards established goals within budgetary and mission-driven constraints.
- Serves as lead for part time Facility Event Staff Assistants on weekends and days with multiple events requiring event support.
- Attend Friday and Saturday wedding rehearsal(s) to review event setup with bridal client and/or wedding coordinator; answer questions and/or coordinate last minute requests.
- Prepares Facility Rental marketing packages and ensures they are stocked at the Robins Visitors Center admissions desk and Kelly Education Center information kiosk.
- Creates marketing materials for the department to include promotional booklets/brochures, video tours of venues and promotional emails.
- Assist with implementing social media platforms for the department to include researching potential new social media outlets.
- Updating and monitoring current social media accounts.
- Maintains and updates recommended vendor lists.
- Manages and organizes the department's wedding photo database.
- Organize and digitalize archived event information for the department to include creating a database for past rental documents.

### **Other Duties and Responsibilities**

- Able to work a flexible schedule to include weekend, early morning and evening hours as needed based on schedule events.
- Liaison to client at ceremony venue, ceremony musicians and caterer at reception venue.
- Monitor ceremony venue for compliance with mandatory ceremony start time and rental term requiring acoustical ceremony music (and monitors for possible conflicts to adjacent venues).
- Monitor reception music at Bloemendaal House to ensure compliance with rental term related to reception music start time and Henrico County noise ordinance.
- Able to understand and differentiate priority of job responsibilities and customer requests.
- Perform duties with an eye to the horticultural and educational mission of the Garden, and to preserving the beauty of the displays.
- Ensure all mishaps, injuries and incidents are reported immediately and ultimately in writing to supervisor and the Director of Guest Services.
- Comfort and willingness to learn our event reservation database.
- Willingly and cheerfully integrates work of department with the efforts of other departments (facility rental, catering, operations, and security and volunteers and garden shop as needed).
- Performs other duties as assigned by Facility Events Coordinators, Director of Guest Services, or Executive Director to include supporting special events (July 4<sup>th</sup>, Labor Day, GardenFest of Lights).

### **Physical Demands / Working Conditions**

- Must be able to lift 20 pounds intermittently
- Must be able to work outdoors in all seasonal extremes
- Must be able to walk quickly between all garden venues

### **Education and Experience:**

- 4 year college degree is preferred, High School Diploma or GED is required, a combination of experience and education may be considered.
- A demonstrated understanding of event coordination; experience in event planning/coordination and the food service or tourism industry is preferred.
- Must be detail and customer-service oriented with a cheerful, calm and courteous demeanor.
- Strong organization skills a must.
- ActiveNetwork experience preferred but not required.
- Graphic design and social media experience preferred.
- Excellent communication and logistical skills are required.
- Able to communicate effectively with people at all levels and in various settings via multiple communication tools.
- Must be articulate and a demonstrated self-starter; proven ability to work alone and in a team environment is required.

### **Each Employee of Lewis Ginter Botanical Garden:**

- Must comply with provisions of the current Employee Handbook, all published personnel policies and requirements of their job description.
- Must conduct her or himself and perform all duties in a manner consistent with a public garden serving multi-generational families, and in accordance with directed practices and procedures.
- Must be aware of surroundings and vigilant to any possible threat to the safety of visitors, volunteers and staff or to their property. Ensures all concerns are reported promptly.
- Ensures compliance with all applicable federal and state laws and regulations.