



# VISITORS CENTER COORDINATOR

<b>Direct Supervisor:</b>	Visitors Center Manager		
<b>Department:</b>	Guest Services	<b>Job Category:</b>	Category 1
<b>Location:</b>	Richmond, VA	<b>Travel Required:</b>	No
<b>Level/Salary Range:</b>	L5	<b>Exempt/Non-exempt:</b>	Exempt
<b>Contact:</b>	robing@lewisginter.org	<b>Position Type:</b>	Full-Time
<b>Date Posted:</b>	September 7, 2019	<b>Posting Expires:</b>	Until Filled

## **Garden Overview**

Lewis Ginter Botanical Garden was founded in 1984 as a community oriented, nonprofit garden. After 33 years, the Garden now encompasses 82 acres, four lakes, 5,500 unique taxa of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve. In 2017 we welcomed, taught, energized, and engaged over 400,000 guests with stunning botanical displays, inspiring exhibitions, entertaining activities, and over 800 formal and informal education offerings. We embarked on new and promising community engagement initiatives through the Beautiful RVA movement. We updated the strategic plan and continued priority project planning within the scope of the 2016 master site plan. Our 100 full- and part-time staff joined with 650 volunteers and 13,000 member households to live into the Garden's mission to connect people through plants to improve communities.

We do this through a broad variety of mission related activities and enterprise business services. We try to pattern ourselves on extraordinary programs and institutions nationwide, and where there are no examples, we intend to lead. We aspire to be a Garden that is representative in every way of the diverse community we serve.

## **Job Description**

This is a working supervisory position. Daily schedule will consist of supervising the Visitors Center Associates at the front desk(s) as well as serving as the liaison between the Admissions and Membership departments. Candidate must be flexible and able to move quickly from detail oriented tasks to a fast paced, interactive environment with guests. Visitors Center Coordinator (VCC) reports to the Visitors Center Manager (VCM). The VCC acts as supervisor for the department when the Manager is out.

**LEWIS  
GINTER  
BOTANICAL  
GARDEN**

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## **Responsibilities**

### **Admissions**

- Oversees general guest admission and membership functions, including handling money, sales and promotions, and interaction with visiting public; ensures Visitors Center is ready for each day's business at POS locations - all signage and communications are accurate and office areas, work stations and Visitors Center common areas are organized, neat and clean
- Serves as the liaison between the Membership and Admission departments by attending all Membership/Admission team meetings, frequently communicating with the Associate Director of Advancement and Membership staff and executing strategy for increasing membership sales
- Ensures guests have a positive first and last impression of the Garden, and staff promotes the Garden to guests (organization, mission, philosophy, seasonal displays, events, education programs and services, as well as opportunities to volunteer and donate) using all available electronic and printed means
- Ensures guests, volunteers, vendors, deliveries, mail, phone calls, radio messages, emails and voicemail messages are received courteously and professionally and routed correctly
- Embraces the Garden's commitment to excellence in all departments, willingly and cheerfully integrating work with the efforts of all other departments
- Other duties as assigned by supervisor

### **Membership**

In coordination with the Associate Director of Advancement and Membership team, this position will:

- Execute membership sales strategies as they apply to the front line with a goal of 10% increase of memberships sold at the Admissions desks
- Consider and execute measures that make members feel valued upon arrival
- Collaborate with the Associate Director of Advancement and the Membership team to create and execute strategies for VC staff to appropriately market upgrades to current memberships
- Offer recommendations to the Associate Director of Advancement for streamlining the membership application
- Assist Visitors Center Associates with membership sales, as well as train the staff regarding membership options and benefits, thus ensuring strong membership sales support is available seven days a week
- Collaborate with the Associate Director of Advancement regarding membership processing to increase efficiency for members and staff
- Assist with membership batching including spending time with Membership staff to become familiar with their method of processing memberships
- Prepare a monthly comprehensive membership sales report to accompany the Admissions report
- Develop a plan for implementing membership sales during evening hours throughout Dominion Energy GardenFest of Lights

### **Essential Duties**

- Performs and supervises (in the absence of the VCM) the receipt and processing of payments for provided services of admissions, memberships, gift cards, special event tickets, class registrations, etc.
- Works flexible hours in coordination with VCM to include weekend, early morning and evening hours for special events like Flowers After 5 and Dominion Energy GardenFest of Lights
- Rotates being on call with the VCAC as the point of contact for Visitors Center staff support
- Serves as a main point of contact and supervisor (in the absence of VCM) to answer questions, provide additional details, guidance and assistance as needed and handle guest related issues

- Performs, oversees and ensures the completion of membership related tasks in the Robins Visitors Center, including but not limited to, processing memberships and preparing membership materials for guests
- Keeps the Associate Director of Advancement informed of membership trends, member feedback, and proactively offer solutions for any issues
- Keeps VCM informed of feedback, issues and incidents and works collaboratively for resolution
- Follows all processes and protocols instituted by the VCM and Chief Operating Officer and provides feedback and suggestions for improvements
- Oversees in coordination with the VCAC, daily distribution and processing of the mail including preparation of the daily mail revenue report
- Assists VCM and VCAC with updating the telephone auto attendant as necessary
- Formats and updates the two slideshows and electronic admissions signage on a regular basis
- Assists VCM with troubleshooting TAM software issues by quickly and accurately reporting problems experienced by VC staff
- Supervises all Visitors Center Associates (full time, part time and seasonal part time staff) in conjunction with VCAC
- Monitors and ensures the front desk(s) are appropriately staffed at all times; helps coordinate the scheduling of lunch breaks, vacations, meetings, appointments off site, etc. and provides immediate support when active visitation requires additional assistance to quickly process guest admissions
- Works with VCM in determining schedules of Visitors Center staff to ensure adequate coverage, seven days a week and during special events that require staffing beyond normal business hours.
- Oversees and ensures Visitors Center staff are properly trained to complete assignments efficiently and accurately with the expectation that all VC staff work to complete support tasks when visitation is slow
- Ensures all messaging visible to guests is accurate (including kiosk signage and electronic messaging) and marketing materials are accurate, updated and stocked each day
- Keeps Admissions e-handbook updated with current events, policies and practices
- Handles payment in exchange for admission fees and membership dues, donations to the Garden, event tickets and classes
- Responsible for all cash and credit card transactions; following established procedures for opening and closing all workstations
- Responsible for following opening and closing procedures for the front desk as instructed by supervisor
- Keeps working area organized, is ready to conduct business and keeps area tidy for following day's shift
- Assists VCM with performing compilation of daily and monthly finance reports required for reconciliations and audits

### **Department Supervision and Staff Training**

- Assists VCM in assessing work of VCAC and Associates, providing recommendations for best use of staff strengths and training to overcome weaknesses, fostering teamwork and mentors staff by modeling best practices alongside them
- Assists VCM with supervising and training all assigned Visitors Center Associates to perform admissions and membership sales tasks, while encouraging a nurturing environment

## **Skills and Abilities**

- Must be a well-organized, proactive, seasoned, successful, intelligent, intuitive and empathetic leader who seeks to build teams and mentor subordinates
- Must be enthusiastic, energetic, quick-thinking, cheerful, courteous and capable as he or she engages readily and promptly with guests, members and staff
- Must be able to communicate clearly, effectively and comfortably in written and spoken word with guests, members, staff, Board, volunteers and vendors
- Must be able to initiate, build and nurture teams within the staff
- Must be able to actively participate in the creation of long-range plans
- Must be goal oriented, yet flexible and adaptable to ever-changing requirements of our guests
- Must possess a commitment to the Garden's mission and its core values, particularly honesty and integrity
- Must be a positive and motivating presence who embraces change and challenge

## **Each employee of Lewis Ginter Botanical Garden**

- Must comply with provisions of the current Employee Handbook, all published personnel policies and the requirements of their individual job descriptions
- Must conduct herself or himself and perform all duties in a manner consistent with a public garden serving multigenerational and multicultural individuals and families, and in accordance with directed practices and procedures
- Must be aware of surroundings and vigilant to threats to the safety of visitors, volunteers, and staff or to security of their property, ensuring that all concerns are reported promptly
- Must report all mishaps, injuries, and incidents immediately and ultimately in writing to supervisor and to the Chief Operating Officer
- Must ensure compliance with all applicable federal and state laws and regulations
- Must perform other duties as assigned by supervisor

## **Physical Demands / Working Conditions**

- Must be able to work for extended periods in one location, then move periodically and quickly between select points within the Robins Visitors Center adjacent to the Atrium as well as the immediate outside locations
- Must be able to lift 20 pounds
- Periodically, must be able to move around the Garden to understand and so better explain it to guests

Note: Duties described above, other duties and physical demands have been identified as essential.

## **Education and Experience**

- Bachelors or Associates degree preferred, equivalent work experience considered, preferably hospitality, customer service or relations
- A minimum of 2 years of successful work in customer service fields (hospitality, customer service or relations)
- A minimum of 2 years experience in membership sales
- A minimum of one year supervisory experience or other related experience
- Demonstrated ability to develop and work with peers, co-workers and volunteers
- Excellent organizational skills, attention to detail and ability to be self-motivated and disciplined. Computer literate in a Windows environment, including demonstrated capacity to work with POS software systems, TAM and Blackbaud (preferred) or other similar data bases

- Experience and demonstrated sensitivity in working with persons of various ethnic and economic backgrounds on staff and within community
- Access to a car on a daily basis and a valid state driver's license or ability to transport self as needed. Occasional travel required locally.
- Other combinations of education/experience appropriate to the job will be considered

Please submit cover letter, resume, and Lewis Ginter Botanical Garden job application to Robin Gregson ([robing@lewisginter.org](mailto:robing@lewisginter.org)).