

## Santa Fe Botanical Garden

### JOB DESCRIPTION

---

**Job Title:** Private Events Manager

**FLSA Classification:** Exempt

**Pay Rate:** \$55,000-\$68,000

**Part Time:**  **Full Time:**

---

**Supervision Received:** Position reports to the Director of Operations

**Supervision Exercised:** Supervises Events Administrator and assigned volunteers; oversees Event Operations Support Contractors and external vendors.

---

#### **Job Summary:**

Under the general supervision of the Director of Operations, the Private Events Manager plans, coordinates, and executes private facility rentals at Santa Fe Botanical Garden. This role oversees all aspects of private rentals, including weddings, receptions, corporate meetings, retreats, celebrations, and other private functions. The Private Events Manager serves as the primary point of contact for rental clients, vendors, and event partners, ensuring strong customer service and successful event execution while supporting the Garden's revenue goals.

#### **Essential Responsibilities:**

##### Private Events

- Manages all aspects of private facility rentals, including inquiries, site tours, proposals, contracts, scheduling, invoicing, and payment collection.
- Coordinates logistics for all private rentals, including timelines, vendor coordination, staffing, setup, event execution, and teardown.
- Serves as the primary on-site contact for clients, vendors, and contractors during private events to ensure seamless execution and timely resolution of issues.
- Cultivates strong relationships with clients, event planners, caterers, photographers, florists, and other vendors to encourage repeat business and enhance the Garden's reputation as a premier private event venue.
- Ensures all rentals comply with Garden policies, contractual requirements, safety standards, and operational procedures.
- Maintains rental spaces to ensure they remain clean, organized, attractive, and event-ready.
- Develops strategies to increase private rental revenue, improve operational efficiency, and enhance the overall client experience.

##### Collaboration & Outreach

- Coordinates with Marketing and Communications staff to promote private facility rentals and venue availability.
- Maintains positive working relationships with vendors, contractors, volunteers, and internal staff.

- When appropriate, identifies and refers suitable Private Event vendors to the Gift Shop Buyer and Public Events Manager.
- Collaborates with Garden staff to ensure rental activities are coordinated with daily Garden operations and visitor experience.

#### Administrative & Financial Oversight

- Drafts, manages, and maintains rental agreements and vendor contracts while ensuring adherence to timelines and budgets.
- Maintains accurate rental calendars, client records, invoices, event documentation, and reports.
- Conducts post-event evaluations to identify opportunities for process improvements and enhanced client satisfaction.
- Tracks rental revenue and operational metrics to support departmental goals.

#### Additional Responsibilities:

- Supports volunteer training and management for event-related tasks.
- Attends Garden-sponsored events as appropriate.
- Represents the Garden to members, donors, and the public.
- Maintains and enhances professional knowledge in accordance with the Garden's Professional Development SOP, including participation in approved conferences, seminars, certification programs, and other continuing education activities aligned with role responsibilities and organizational priorities.
- Other duties as assigned by the Director of Operations.

#### Competencies:

- Commitment to the Garden's mission.
- Excellent written and verbal communication skills and ability to communicate effectively with a variety of audiences.
- Strong analytical skills, accuracy, and attention to detail.
- Excellent organizational skills and good judgment, with the ability to manage multiple tasks and deadlines simultaneously. Skilled at troubleshooting and problem-solving.
- Strong sales aptitude, with the ability to effectively promote the Garden as an event venue.
- Self-motivated strategic thinker with the ability to prioritize tasks and work with minimal supervision.
- Goal-oriented, yet flexible and adaptable to the needs of the organization and its constituents.
- An appreciation and understanding of long-range planning.
- Have a positive and motivating presence while embracing change and challenge.
- Ability to work as part of a team and to work collaboratively, as well as independently.
- Ability to establish and maintain effective relationships with co-workers, supervisors, Board Members, vendors, and contractors.
- Flexibility, integrity, and the highest degree of professionalism.

#### Education Requirement:

- Bachelor's degree or equivalent combination of education and experience in Event Management, Hospitality Management, Business Administration/Management or similar field.

#### Experience Requirement:

- 3–5 years of event management experience, preferably in a garden, cultural institution, or nonprofit setting.
- Experience with facility rentals, performing artist coordination, contract negotiation, and client services is required.

**Knowledge, Skills, and Abilities:**

**Required:**

- Proficiency with Microsoft Office, Google Suite, and working CRM knowledge (Altru preferred).

**Preferred:**

- Bilingual and multilingual skills valued.
- Knowledge of horticulture, botany, and/or botanical gardens.
- Supervisory experience.

**Special Requirements:**

- Valid New Mexico Driver's license.
- Will be required to work weekend or evening hours or on holidays.
- Ability to successfully pass a criminal background check.

**Physical Requirements:**

- Must be able to walk on uneven terrain, navigate stairs, climb ladders up to 6 feet, and kneel or sit on the ground.
- Must be able to lift and carry materials up to 35 lbs.
- Must be able to assist with the setup and takedown of Garden private facility rentals.

**Working Environment:**

- Work is performed in an office and outdoor environment.

**Equal Employment Opportunity:**

The Garden is committed to Equal Employment Opportunity. It is our policy to encourage and support equal employment opportunity for all associates and applicants without regard to gender, age, race, color, creed, religion, national origin, ancestry, citizenship, sexual preference or orientation, gender identity, spousal affiliation, marital status, military/veteran status, handicap or disability or membership in any other protected group.

**Americans With Disabilities Act:**

Applicants as well as employees who are, or become, disabled must be able to perform the essential job functions either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

**To Apply:**

Please send your resume and cover letter as attachments via email to [jobs@visitsfbg.org](mailto:jobs@visitsfbg.org) and include "Private Events Manager" in the email subject line. Applications will be reviewed immediately until the position is filled.

**Mission Statement:**

The Santa Fe Botanical Garden celebrates, cultivates and conserves the rich botanical heritage and biodiversity of our region. In partnership with nature, we demonstrate our commitment through education, science, conservation, community service, presentation of the arts, and the sustainable management of our public garden. For more information, visit us online at [visitsfbg.org](http://visitsfbg.org).