DEPARTMENT: Sales & Events  
TITLE: Senior Manager Sales & Events  
REPORTS TO: Chief Financial Officer

DATE EFFECTIVE: July 15, 2021  
FULL-TIME or PART-TIME: Full-Time  
EXEMPT or NON-EXEMPT: Exempt

ABOUT THE SAN ANTONIO BOTANICAL GARDEN
For nearly 40 years, the San Antonio Botanical Garden (Garden) has inspired people to connect with the plant world and understand the importance of plants in our lives. Recognized nationally for commitment to outstanding displays, botanical diversity, education, environmental stewardship, and experiences that connect people to the natural world, the Garden is a top San Antonio attraction that serves as a museum of plants, a tranquil escape, a living classroom, a research and conservation facility, and entertainment venue where art, architecture, music, and theater experiences come to life for more than 160,000 annual visitors. The Garden features 38 acres of nature space located deep in the heart of San Antonio. For more information, visit www.sabot.org.

SUMMARY OF RESPONSIBILITIES
The Senior Manager Sales & Events is responsible for the overall success of the department. This person will have revenue goals as well as non-monetary goals such as quantity and quality of events. The Garden opened a new event center in March 2020, along with a grand lawn for rentals. The venue serves up to 800 people. In addition, the Garden has numerous additional areas in the Garden for rentals.

COMPETENCIES/SKILLS
- Provides a signature guest experience through outstanding customer service.
- Supervises a team to successfully increase revenue and exposure in San Antonio.
- Hires and trains staff.
- Maintains client relationships with industry partners such as Visit San Antonio, Destination Management Companies, Destination Management Organizations, Meeting Planners, and Wedding Planners.
- Solicit, negotiate, and book new and repeat business through client inquiries, outside sales calls, telemarketing, mailings, and participate in networking events.
- Attends networking engagements to establish new partnerships and Garden recognition.
- Plan, organize and execute prospecting calls, outside sales calls, tours, presenting and preparing written proposals and contracts.
- Works directly with Director of Marketing to develop marketing and advertising plans for rentals and events.
- Establishes sales quota for self and Manager of Sales. Approximately 50% of this position is direct sales with customers.

Senior Manager Sales & Events (continued)

COMPETENCIES/SKILLS (continued)
Promote event and meeting planner surveys to design improvement plans and service recommendations.

- Creates and maintains budget for the department. Maximize rental spaces to meet/exceed revenue goals. Controls expenses to accurately forecast and manage rental and events. Uphold terms and conditions in rental and events contracts.
- Maintains knowledge of Garden programs and events.
- Develops, maintains, and promotes positive and professional relationships with internal staff, volunteers, members, vendors (caterers and rental companies), contractors, media and the general public in order to achieve departmental and organizational goals.
- Assists and performs other duties as assigned.
- Strives to make the Garden events and rentals the best in San Antonio bar none!

**QUALIFICATIONS**
- Requires five or more years event planning experience. A bachelor’s degree is preferred.
- Requires quick problem-solving skills.
- Bi-lingual or multi-lingual is a plus.
- Communicates well with guests. Remains polite, courteous, and helpful at all times.
- Working knowledge of Microsoft Office suite.
- Ability to successful pass a criminal background check.
- Ability to work independently as well as in a team environment.
- Ability to work outside.
- Evenings, weekend and/or holiday work will periodically be required to deliver programs or to provide staff support to events.
- Occasional bending, stooping, reaching, crouching or light lifting (up to 25 lbs.).
- Prolonged periods of standing, walking or delivering programs in varying environmental conditions.

**Compensation:** Compensation will be commensurate with the qualifications and experience of the individual.

**Application Instructions:**
To apply, email a cover letter and resume to employment@sabot.org. Please add in the email subject line **Senior Manager Sales & Events.**

*Job descriptions are guidelines that attempt to characterize major duties and responsibilities of employees and are subject to change as needs and programs change. At the San Antonio Botanical Garden, they are considered neither inclusive nor exclusive.*

The San Antonio Botanical Garden is an Equal Opportunity Employer