

Bay Ecotarium/Bay.Org (DBA: Aquarium of the Bay)

### **Job Description**

**POSITION TITLE:** Manager, Strategic Promotions

**DEPARTMENT:** Strategic Promotions

**SUPERVISOR:** Director, Strategic Promotions

**SCHEDULE:** Full-time

**REVISED:** January 2019

---

The Bay Ecotarium/Bay.Org is the leading institution of climate change, water conservation and education. Our six institutions, including: Aquarium of the Bay at PIER 39, Sea Lion Center at PIER 39, Eco Center at Heron's Head Park, The Bay Institute, Bay Academy and The Bay Model. We seek an experienced strategic content and media engagement professional, who is looking for an opportunity to reconceive the climate and conservation-going experience. Be The Movement.

### **OUR MISSION**

Enabling conversations on climate resilience and ocean conservation globally, while inspiring actionable change locally by protection and preservation of the San Francisco Bay and its ecosystems, from Sierra to the Sea.

### **OUR VALUES**

From our Staff and Board to our visitors, and community partners, we value a range of perspectives and a diversity of backgrounds—and know we make the greatest impact when a full range of voices is represented. We are committed to what we do because we believe in our mission. We are committed to approach our work with a sense of adventure in an exciting, educational environment.

### **OUR STRATEGIC GOALS**

1. To create awareness in who we are and the programs and experiences we offer to visitors from around the world.
2. To offer the best possible guest experience in all that we offer.
3. To educate and entertain as we share the importance of climate change, our environment and conservation.

**POSITION:** The **Manager, Strategic Promotions (SPM)** reports to the Director, Strategic Promotions (DSP) and is responsible for creating and delivering an innovative service-focused experience for all visitors and members, through trackable public events and activities. Public events are for all of Bay.Orgs institutions and include:

- Three annual holiday public special events at Aquarium of the Bay.
- With the EcoCenter Staff, assist with Bay Splash at The Eco Center at Heron's Head Park
- Assist with event coordinator for The Bay Ecotarium's Blue Marble Benefit
- All public event promotions including the planning and implementation of the annual special events calendar
- Create the budget and revenue goals for all public special events

Event Administration includes but is not limited to:

- Assist with preparing budgets and provide periodic progress reports to staff directors for each event project.
- Keep track of event finances including check requests, invoicing, and reporting.
- Prepare event advisory for public events for staff.

The position works across departments to create excellent visitor experiences, ultimately fostering long-term relationships with visitors and members.

The SPM works with the staff and board members of The Bay Ecotarium/Bay.Org in development the institutions annual special events calendar and implementing the plan with weekly deliverables. The SPM will provide weekly progress updates as well as keep the institutions contacts in our SalesForce CRM.

### **KEY RESPONSIBILITIES:**

- Create and manage the timeline, program and task list for all Bay Ecotarium hosted events (excludes private events).
- Lead all public event planning and production meetings and discussions.
- Organize and lead collaboration with the Bay Ecotarium's Team on event concept, graphic design/production/printing, and event marketing.
- Negotiate costs and services with vendors; book event space, arrange food and beverage, order all supplies/decorations, coordinate audiovisual equipment & operation.
- With the Volunteer Coordinator, secure volunteers; manage the staff and volunteers working at the event.
- Work with venue to create/revise room layouts/seating arrangements for each event as necessary.
- Manage on-site production and coordinate the events on site set up and clean up for events as necessary.
- Create event sponsorship packages and lead the solicitation and securing of sponsorships.
- Manage the follow-up with vendors, sponsors and staff members following each event.
- Assist the Director of Strategic Promotions in sponsorship of public events and aquarium sponsorships.

### **Event Revenue Generation**

- Lead the solicitation and securing of sponsorships for public special events
- Create event sponsorship packages
- Exceed revenue goals for public special events and promotions
- Such other duties as may be assigned

### **QUALIFICATIONS:**

**Education and Training:** Bachelor degree in a related field from an accredited college or university (preferred).

**Work Experience:** minimum of 3 years of experience in the tourism and hospitality industry.

### **Skills and Abilities:**

- Skill in creating, planning and delivering successful visitor experience and engagement strategies across the lifecycle of the visitor/customer journey
- Experience with forecasting and projecting
- Entrepreneurial, pro-active, results-driven, energetic, dedicated, diplomatic, and able to maintain a sense of humor and grace under pressure
- Team player with proven ability to work collaboratively within complex and highly matrixed organizations, as well as build relationships with external constituencies.
- Proven track record of managing and motivating a large staff in a fast-paced service-centric environment

- Demonstrable knowledge of current trends and best practices for increasing visitor/customer attendance, engagement and satisfaction
- Creative, strategic thinker with excellent organization, program management, planning and administrative skills, with ability to prioritize and coordinate multiple activities to meet deadlines
- Excellent verbal and written communication skills
- Experience with ticketing/pos systems recommended as well as Salesforce CRM
- Desirable but not essential, knowledge of tourism attraction/aquarium operations, the tourism industry, and tourism marketing
- Experience with developing and maintaining complex budgets
- Knowledge of PC-based software, including Outlook, Word, PowerPoint, Excel, Photoshop, project management applications such as Asana or Basecamp

#### **WORKING CONDITIONS:**

**Physical demands:** Combination of sedentary and active work. Must have an active/daily presence in the public spaces of our institutions, in order to be able to inspect work visually and have face-to-face communication with front line staff and visitors.

**Special environmental factors:** Public and office environment. Work schedule includes evenings, weekends, holidays, and limited travel.

#### **APPLY:**

To apply, submit a cover letter and resume to [hr@bayecotarium.org](mailto:hr@bayecotarium.org), subject: Strategic Promotions Manager.