

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

vacant

Work Phone:

Olbrich Botanical Gardens Phone: (608) 246-5807

2. Class Title (i.e. payroll title):

Guest Experience & Volunteer Services Supervisor

3. Working Title (if any):

Director of Guest Experience and Volunteer Services

4. Name & Class of First-Line Supervisor:

Tanya Zastrow, Garden Director

Work Phone: 246-4586

5. Department, Division & Section:

Public Works, Parks, Olbrich Botanical Gardens

6. Work Address:

Olbrich Botanical Gardens, 3330 Atwood Ave. Madison, WI 53704

7. Hours/Week: 40

Start time: 8:00 AM to 9:00 AM End time: 5:00 PM to 6:00 PM

Start and End time and days will vary per season depending on business need.

8. Date of hire in this position:

Anticipated July 2023

9. From approximately what date has employee performed the work currently assigned:

NA

10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

Position will play an integral role in ensuring that Olbrich Botanical Gardens is a place where all feel welcomed to visit and volunteer. This will be done by focusing on inclusivity;

improved guest experiences; implementation of new programs to improve accessibility (physical and financial); efficient and effective business and course operations; and enhanced environmental sustainability practices.

11. Position Summary:

This is responsible supervisory and professional work in development, planning, and management of guest and volunteer services at Olbrich Botanical Gardens within the City Parks Division. This position involves promoting the goals and objectives of Olbrich Botanical Garden; interfacing with 340,000 plus annual guests, members of the tourism industry, community representatives, rental clients, and volunteers to ensure the Gardens are a place for all to enjoy. Create, organize, implement, oversee, and lead new (or continuing) guest experience services, volunteer program, facility rentals, tram tours, and retail gift shop. This work, under the general supervision of the Garden Director, is characterized by independent judgment and discretion in planning for and directing guest services consistent with established programmatic objectives and applicable Parks Division policies.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 50% A. Direct and supervise guest experience operations of Olbrich Botanical Gardens, including lobby operations, gift shop, admissions, main phone line, tram, facility rentals, and frontline special event management
1. Oversee and manage guest service operations, including management of the lobby, admissions and cash handling, main phone line, lost and found, and all aspects of customer service, with an emphasis on creating a welcoming environment for all
 2. Develop, coordinate, and administer a site wide guest experience program that aligns with the strategic plan and goals of Olbrich Botanical Gardens and the City of Madison Parks Division.
 3. Manage software (Salesforce) and point of sale (Square) systems for the use of ticket sales, memberships, donations, permits, rental fees, and more. Create and implement software training for staff and volunteers.
 4. Develop and improve access admission programs to provide equitable access to the Bolz Conservatory, programs, and special events.
 5. Develop plans and staffing schedules to fulfill guest experience needs for programs such as Blooming Butterflies, GLEAM, Summer Concert Series, Orchid Escape, and the Holiday Train Show. Maintain up-to-date print materials and signs in the lobby. Ensure the main phone line message is updated.
 6. Process and prepare necessary reports to reflect financial and attendance data.
 7. Establish business practices for cash-handling, customer service, emergency procedures, etc.
 8. Oversee the facility rental program including promotion of, facility tours, contracts, reservations, room set-up, reservation software, and more.

9. Manage the site wide facility use calendar for Olbrich Botanical Gardens for both internal and external events.
 10. Oversee permits, policies, and procedures for vendors, photography, caterers, and concessions.
 11. Develop and manage a follow-up/review process for public inquiries, questions, and complaints received in-person, by phone, or email.
 12. Maintain in good working condition all mobility devices for use by the general public.
 13. Ensure all first aid stations are properly stocked and staff and volunteers are trained as necessary.
 14. Manage the tram tour program in collaboration with the Director of Education. Train staff to drive the tram and lead tours.
 15. Oversee the Olbrich Gardens Gift Shop and work cooperatively with the Gift Shop Manager and staff to achieve defined goals and objectives.
 16. Perform other duties as assigned.
- 25% B. Oversee the management of the longstanding successful volunteer program.
1. Oversee recruitment, selection, training, assignment matching and orientation of existing and new volunteers.
 2. Monitor and evaluate volunteer positions and responsibilities, and provide problem-solving expertise.
 3. Manage and coordinate a volunteer recognition system and events.
 4. Identify and select volunteer software that works with Salesforce for effectively and efficiently managing volunteers.
 5. Select and implement new volunteer management software and equipment
 6. Maintain related records and provide statistical reports and evaluations of volunteer contributions.
 7. Ensure that the volunteer program is effectively integrated into the diverse operations of the Garden
 8. Effectively promote and communicate volunteer opportunities to diverse audiences.
 9. Oversee corporate and group volunteer opportunities.
 10. Oversee a work restitution program.
 11. Train staff how to effectively lead and manage volunteers.
- 20% C. Supervise and manage a department of supervisory, professional, and hourly employees, and volunteers, either directly or through subordinate staff.
1. Serve as a member of the Olbrich Botanical Gardens Leadership Team
 2. Serve on the Community Engagement and Inclusion committee to ensure all are welcome
 3. Oversee the hiring, evaluation, training, discipline and termination of staff.
 4. Receive and respond to grievances as required.
 5. Conduct investigations regarding workplace concerns.
 6. Recommend hiring needs relative to both permanent and hourly staff.
 7. Manage budget and finances associated with multiple programs, plant shows, and staffing.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of business administration and customer service theories, practices, procedures and techniques pertinent to museums and public facilities. Thorough knowledge of the principles and practices of volunteer management. Working knowledge of and ability to use computer software applicable to the duties of the position. Ability to plan, direct, and monitor the services and administration of guest experience, volunteer programs and related activities. Ability to plan, assign, and review the work of lower-level staff. Ability to direct and monitor the activities of a large number of volunteer, seasonal, and hourly employees at various locations. Ability to maintain effective working relationships with user groups, the general public, co-workers, inter-governmental representatives, etc. Ability to communicate effectively both orally and in writing. Ability to perform programmatic and financial/cost analysis. Ability to work a varied schedule, including weekends, evenings and holidays. Ability to work outdoors in adverse weather conditions and in a tropical conservatory. Ability to maintain adequate attendance.

Three years of responsible professional leadership experience in directing guest experience programs or large volunteer programs that emphasize customer service or volunteer coordination responsibilities. Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's degree in, parks administration, business, tourism, event planning, museum studies, volunteer management, hospitality, or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

13. Special tools and equipment required:

14. Required licenses and/or registration:

Drivers License

15. Physical requirements:

Ability to physically navigate areas under their responsibilities, including the lobby, main entrance, outside Gardens, and Bolz Conservatory

Ability to work varying work shifts, including weekends, evenings, and holidays

Ability to work in varying and extreme weather conditions

Ability to perform sedentary work, using standard office equipment

Ability to stand for long periods of time using standard point of sale equipment

Ability to withstand working in large crowds in confined areas

Ability to drive golf carts and a small tram

16. Supervision received (level and type):

Program objectives and overall results reviewed by Garden Director. General Supervision provided from Garden Director.

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).

- has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.