

GARDENS OF GOLDEN GATE PARK

Position Title: CRM Manager

Hours: Full-time (35-hour workweek); Hybrid (3 days in office / 2 days Telecommute)

Role Classification: Regular w/ Benefits

Exemption: Exempt

Reports to: Director of Advancement

Salary: Salary range \$75,000 - \$90,000

ABOUT THE GARDENS OF GOLDEN GATE PARK

The mission of Gardens of Golden Gate Park is to connect people to plants, the planet, and each other. Gardens of Golden Gate Park is a public/private partnership between the San Francisco Recreation & Park Department (RPD) and the San Francisco Botanical Garden Society (SFBGS) to jointly operate the Conservatory of Flowers, Japanese Tea Garden, and San Francisco Botanical Garden. A Lease & Management Agreement between RPD and SFBGS, approved by both the Recreation & Park Commission and the Board of Supervisors, sets the terms of the partnership. The agreement is a cooperative management agreement that outlines the roles and responsibilities for each partner. Key areas of responsibility for SFBGS include volunteer engagement, education, visitor experience, philanthropy, membership, marketing, and other functions. RPD is responsible for horticulture and facility management and maintenance, master planning and capital improvements conducted with SFBGS, and other functions. Together, RPD and SFBGS collaborate on collections management within the Gardens.

The Conservatory of Flowers is a national, state, and local landmark and a place of exceptional beauty. Built in 1879, the Conservatory was the first formal structure erected in Golden Gate Park and remains an internationally renowned icon, displaying and cultivating unusual plants to heighten awareness of the pressing need to preserve threatened rainforest environments.

The Japanese Tea Garden is the oldest operating public Japanese garden in North America. This garden provides visitors from around the world with an opportunity to experience the natural beauty, tranquility, and harmony of a Japanese-style garden and was originally created as an exhibit for the 1894 California Midwinter International Exposition.



San Francisco Botanical Garden opened in 1940 and is a 55-acre living museum within Golden Gate Park, showcasing 8,000 different kinds of plants from around the world. San Francisco's oceanic climate with cool dry summers, mild wet winters, and presence of fog allows the Garden to grow a diverse array of species from around the world.

POSITION SUMMARY

The Gardens of Golden Gate Park are at an exceptional time in their history as the organization gears up for continued growth. Plans are underway to prepare the organization for a significant comprehensive campaign to fund a recently developed strategic plan. The Gardens' newly formed Advancement Team combining marketing and communications and philanthropy is looking to hire a cohort of new team members to build a powerful group that can help take the Gardens to another level of excellence.

The CRM (Constituent Relationship Management) Manager oversees the implementation, management, and optimization of the Gardens' CRM system leveraging it to enhance constituent engagement, retention, and satisfaction. Reporting to the Director of Advancement, the CRM Manager is responsible for developing strategies, configuring the CRM platform (Salesforce-based Patron Manager), and analyzing data to drive organizational growth and improve the overall constituent experience. Collaborating closely with the Advancement department and program staff, the incumbent harnesses CRM data and insights to drive marketing, fundraising, and constituent service initiatives.

PRIMARY RESPONSIBILITIES

- **Data Analysis and Insights:**
 - Analyze CRM data to identify trends, patterns, and opportunities for organizational improvement.
 - Build and generate reports and dashboards to track key performance indicators (KPIs) across the organization including but not limited to philanthropic giving, visitation data, public programs, and more.
 - Provide actionable insights and recommendations based on CRM data analysis to drive organizational decisions.
 - Segment constituent data based on demographics, behavior, and other relevant criteria to personalize marketing and fundraising efforts.
- **CRM Strategy, Training, Support, and Improvement:**

- Develop and implement a comprehensive CRM strategy aligned with organizational goals and objectives.
- Identify opportunities to leverage CRM data to enhance constituent acquisition, retention, and loyalty.
- Collaborate with marketing, philanthropy, public programs, and visitor experience teams to ensure CRM initiatives support overall business objectives.
- Provide training and support to CRM users across the organization to ensure proper utilization of the CRM system.
- Develop training materials, documentation, and best practice guidelines for CRM usage.
- Serve as a subject matter expert on CRM-related questions and inquiries from team members.
- **CRM Platform Management:**
 - Oversee the administration, configuration, and customization of the CRM platform.
 - Manage user permissions, data integrity, and system integrations to ensure the CRM system meets the needs of the organization.
 - Stay updated on CRM best practices, new features, and enhancements to optimize platform functionality.
 - Monitor CRM system performance and user feedback to identify areas for improvement.
 - Work with internal stakeholders and external vendors to implement system enhancements and upgrades.
 - Lead testing and validation efforts for new CRM features and functionality.
 - Ensure compliance with data privacy regulations (e.g., GDPR, CCPA) and internal data security policies.
 - Implement data governance practices to maintain data accuracy, privacy, and security within the CRM system.

EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree in business administration, marketing, information technology, or related field.
- Proven 3+ years of experience, with Salesforce in a nonprofit context preferred.
- Experience with PatronManager a plus.
- Certification in CRM platforms (e.g., Salesforce Administrator) is a plus.
- In-depth knowledge of CRM platforms such as Salesforce, HubSpot, or Microsoft Dynamics, including configuration and customization capabilities.
- Strong analytical skills with the ability to interpret data and generate actionable insights.

- Excellent project management skills with the capacity to oversee multiple initiatives concurrently.
- Effective communication and interpersonal skills, fostering collaboration and influence stakeholders at all levels.
- Detail-oriented with a focus on data accuracy and quality assurance.
- Familiarity with data privacy regulations and best practices.

ADDITIONAL EXPECTATIONS

- Willingness to accommodate a flexible work schedule, including evenings, weekends, and occasional travel.
- Continuous communication with Leadership team, volunteers, sponsors, partners, donors, and other stakeholders
- Able to engage in a range of physical motions, including prolonged standing or sitting at a desk, light lifting, climbing stairs, and occasionally working in varying weather conditions.
- Accessible to hybrid work environment with 3 days onsite.

FOR ADDITIONAL INFORMATION AND TO APPLY: Complete application with attached cover letter at <https://recruiting.paylocity.com/recruiting/jobs/All/99885d66-fdde-45ea-b169-b55cfb505be0/Gardens-of-Golden-Gate-Park>

Gardens of Golden Gate Park is an equal opportunity employer and encourages candidates with diverse backgrounds and experiences to apply.

We are an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, genetic information, or any other category protected by law.

Application Deadline: April 19, 2024