

# GARDENS OF GOLDEN GATE PARK

**Position Title:** Interpretive Program Manager

**Hours:** Full-Time (35-hour workweek)

**Role Classification:** Regular, w/ Benefits

**Exemption:** Exempt

**Reports to:** Director of Programs & Partnerships

**Salary:** \$75,000 - \$85,000

## 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 Interpretive Program Manager is a skilled communicator, adept at effectively conveying the mission of Gardens of Golden Gate Park to diverse audiences through various mediums. Possessing exceptional organizational, event, and project management skills, this individual has a proven track record of setting goals, meeting deadlines, and implementing programs while keeping sight of broader objectives. Dedicated to fostering teamwork, the Interpretive Program Manager plays a crucial role in spearheading the strategy, development, and execution of interpretative content both onsite and online at the Gardens of Golden Gate Park.

In this role, the Interpretive Program Manager will oversee the implementation of our new Interpretive Master Plan (IMP) and elements of our Strategic Plan, aiming to connect people to plants, the planet, and each other. Understanding and effectively communicating the needs and messaging of GGGP, this manager strives to inspire every visitor to our Gardens. Furthermore, close collaboration with the Directors of Education and Programs & Partnerships ensures the continual development and advancement of interpretive initiatives throughout the organization.

## **PRIMARY RESPONSIBILITIES**

- Collaborate and build cross-departmental interpretation frameworks, strategies and evaluation that are informed by the Interpretive Master Plan and our Strategic Plan.
- Lead a cross departmental effort in interpretive sign development, exhibits, interpretive programs and evaluation of mission impact from public programming.
- Develop and manage the interpretive program budget in collaboration with the Directors of Education and Programs & Partnerships.
- Utilize observation, evaluation, and public interviews to assess interpretive programs, documenting outcomes with data and visual presentations for clarity and insight.
- Manage interpretation volunteers, overseeing content development, materials, and training programs that are distributed across teams.
- Develop a culture of interpretation at all levels of the organization that prioritizes staff and volunteers creating meaningful and inspiring connections to the three Gardens of Golden Gate Park sites for our public attendees.

- Coordinate visit planning tools, including both physical and digital resources, to address visitor needs, while continuously assessing and enhancing visitor journey maps and interpretive approaches in collaboration with Marketing & Communications.
- Actively contribute to the design, installation, and evaluation of signage and exhibits throughout the Gardens.
- Forge exceptional visitor experiences through cross-departmental collaboration, nurturing long-term relationships for all our guests and members.

## **EXPERIENCE & QUALIFICATIONS**

- Minimum of 4+ years of directly leading interpretive efforts at a natural history, life sciences or botanical institution.
- Proficient in utilizing interpretive master plans to construct a diverse and effective engagement strategy and portfolio.
- Demonstrated ability in organizing and prioritizing both short-term and long-term projects, showcasing strategic thinking and strong organizational skills to effectively manage multiple challenging timelines.
- Proven track record of earning respect and support from diverse constituencies, such as staff, donors, volunteers, and community partners.
- Previous supervisory and management experience preferred.
- Strong customer service, hospitality, and diplomacy skills, with the ability to make sound judgments and maintain composure under pressure.
- Demonstrated ability for consistent open communication, collaboration, and strategic thinking within the organization.

## **ADDITIONAL EXPECTATIONS**

- Generally, the working days are Monday through Friday, but must be able to accommodate a flexible work schedule, including evenings, weekends, and travel between garden sites as required by the job.
- Eligible for hybrid work schedule with minimum 3 days onsite weekly.
- 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.

**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.**