



### **POSITION OVERVIEW**

Friends of the National Arboretum (FONA) seeks an experienced program and events manager to coordinate our visitor programs on the grounds of the U.S. National Arboretum, primarily focused on community events and partnership programs. This person will be the lead staff member for larger scale events like our annual Garden Fair and Plant Sale, which welcomes over 10,000 people to the Arboretum, as well as 2-3 other fair-type events. They will also coordinate a wide array of smaller community events, and develop and maintain partnership-based programs like Forest Bathing and yoga.

### **ABOUT US**

FONA serves as the primary private partner of the U.S. National Arboretum in Washington, DC. We preserve and enhance this vibrant public space and facilitate experiential programs that instill a love of plants, nature, and the outdoors in all who visit the Arboretum. We also promote the overarching research and education mission of the Arboretum.

FONA programs include the Washington Youth Garden, School Garden Support, Green Ambassadors, and Recreation and Public Events (Visitor Programs). The mission of FONA's education programs are to nurture curious minds and healthy bodies by connecting youth and visitors to food, the land, and each other.

### **ABOUT YOU**

You are an organized person who has experience coordinating large-scale events. You keep to your deadlines. You understand that effective programs rely upon strong communication and organization in advance so that participants can get the most out of their experience. You seek to find a wide variety of ways to connect the community to our public spaces. Even at the end of a long event day, you seek ways to lighten the load of others to strengthen the experience for all. You enjoy collaborating with others to make the most out of any event.

The ideal candidate will have experience with the following:

- Experience planning events serving at least 2,000 people
- Experience working with a government partner
- Building programs and events that help connect visitors to a specific place and tell the story of that place
- Working on and tracking multiple projects, and balancing priorities effectively
- Ability to collaborate closely with others, work independently, and be self-motivated
- Promoting professional growth for self and staff
- Using Google Docs and Microsoft Office; some experience with social media or graphic design tools like Canva is beneficial

Fluency in Spanish or other languages is strongly preferred.

### **Expected certificates and licenses:**

- Driver's License

- First Aid (can obtain after hire)

Prior to employment, FONA will conduct a background check, including criminal and sexual offender checks and education and employment verification.

**REPORTS TO:** Director of Programs

### **PRIMARY RESPONSIBILITIES**

While there is a lot of seasonal variability in this work, averaged over the course of the year, we expect the Visitor Programs Manager to spend the approximate percentage of time as follows:

1. **Community Events Management (50%)**
  - Plan a slate of events of various sizes that focus on the mission of FONA and the USNA, maintain good use of the grounds, and create a positive visitor experience. Key events include: FONA's annual Garden Fair, 5Ks, concerts, Washington Youth Garden's Garlic Planting Party, and others as determined in coordination with the Director of Programs.
  - Act as primary event lead and POC for all community events
  - Develop timelines, run of show, and layouts for events.
  - Recruit, communicate with and manage a wide variety of vendors, including food, sales, equipment and other event contractors.
  - Coordinate with Arboretum staff and contractors to submit facilities requests, revocable permits, work orders, and security plans as relevant in a timely manner.
  - Coordinate staffing and volunteer needs for all events in partnership with Director of Programs and Volunteer Coordinator
2. **Partner-led Programs (20%)**
  - Plan and coordinate partner-led programs, including Forest Bathing, Yoga, and others.
  - Ensure FONA and USNA paperwork is completed for all partner-led programs
  - Coordinate outreach and communication for programs, including sending timely reminders, processing refunds and waitlist, and follow up surveys.
  - In collaboration with the Director of Programs, create RFP and manage new partner-led programs as staff capacity allows.
  - Implement evaluation and data collection tools to ensure events are meeting intended outcomes
3. **Program Administration (20%)**
  - Understand and communicate FONA programs' vision, goals, and objectives to FONA team members and program participants
  - Maintain communication with FONA staff and partners to support successful program implementation
  - Coordinate outreach and communication for all Visitor Programs in collaboration with Communications team
  - Create resources and promotional materials for programs and events
  - Support accurate and timely data collection and entry for programs and evaluation in trackers
  - Assist in gathering program feedback during and after programming
  - Participate in programming meetings to support planning and implementation

- Provide photos and written material for social media, website page, newsletters, and email correspondence
- 4. **Organizational Support (10%)**
  - Act as an ambassador for FONA, facilitating and supporting teacher trainings & external presentations
  - Occasionally attend fundraisers, community events, membership programs, and other special events.
  - Keep teammates informed about efforts and program highlights.
  - Participate in organization-wide meetings

## **WORK SCHEDULE & COMPENSATION**

This schedule has significant weekend hours related to visitor program support. While the schedule will primarily be Monday to Friday, 9:00 AM to 5:00 PM, as the lead on community events, this position will often work Saturdays, Sundays, and evenings, and will flex their time around these needs. Most visitor programs run March- early December. Salary is subject to FICA and income taxes. Excellent benefits package includes full health, dental and vision care coverage, a matching 401k retirement plan, paid federal holidays, generous accrued paid time off, and travel/cell phone/internet reimbursement. Work location will be a mix of both in-office (on the grounds of the U.S. National Arboretum) and remote as schedule allows.

Compensation: \$58-72,000, dependent on experience

Expected start date: February 2025

## **TRAVEL**

This position is based out of the U.S. National Arboretum. A car is not required, but helpful. Reimbursement of vehicle miles / public transit is available for non-commute travel.

## **HOW TO APPLY**

Send resume to [jobs@fona.org](mailto:jobs@fona.org). Write "Visitor Programs Manager" in the subject line. In addition, please answer two of the following three questions in a cover letter.

- What about this position interests you?
- Share about a time when you organized a large-scale event.
- Share about your experience managing partnerships.

Applications will be reviewed on a rolling basis after January 6th, and will not be received after January 20th, 2025.

All applicants will be required to complete a background check as part of the interview process.

*Friends of the National Arboretum is an equal opportunity employer. We believe participation across a broad-spectrum of human experiences and backgrounds is necessary. We value different skills, identities, education levels, and generations on our team, and are committed to creating a just and inclusive environment for all.*