



## Rentals + Programming Manager

### Job Description & Key Responsibilities

The Rentals + Programming Manager's main priorities are to lead and manage the Venue Rental program which generates revenue to help fund ongoing park Operations; to ensure that The Bay and its public places and spaces are actively programmed with high-quality, park guest-centric events; and to lead, launch and manage The Bay's first-ever ongoing Volunteer program.

- **Venue Rentals**

- Lead the management of rentals for all BPC-managed venues (current and expanded list if/ when other facilities are added).
- Create a delightful renter experience as primary contact for all rental leads and committed renters including: ongoing communications, venue visits if/as necessary, contracts and timely payments, logistics, etc.
- Manage and maintain TripleSeat Rental technology platform to ensure it is up to date and accurate. Master the technology and identify ways to further leverage. Balance rental requests/ needs with everyday Bay Park Conservancy needs (e.g., for park events).
- Identify opportunities and develop/ execute plans to: improve "lead" closure rate to rent, increase rental frequency and increase revenue per rental (e.g., add-on packages).
- Lead the thinking and work with Communications team on designing/ executing marketing plan to drive rentals (e.g., video virtual tours, marketing messages/ promotions/ vehicles).
- Proactively work with Operations and Maintenance team to identify venue issues/ enhancements to ensure flawless and delightful rental experience.

- **Programming**

- Own, lead and manage all aspects of given program creation, planning and execution that consistently meet the needs and wants of park guests and are within establish budgets. Specific work includes: clearly thinking through event plans, scripts, layouts, schedules and staff/ partner assignments in advance; booking partner providers; coordinating with others as needed (e.g., BPC team members, Site Partners, City of Sarasota).
- Provide accurate and timely information about park events to the Communications team in order to promote events and maximize turnout.
- Be onsite during events to ensure executional excellence, including meet and greet park guests; and introduce partner providers.

- Oversee post-event work including: event recaps, sending out surveys as appropriate, and analyzing event results.
  - Continually analyze, iterate, and improve events to ensure they stay fresh and meet The Bay programming objectives and principles.
  - Actively seek out park guest input and potential new partner providers to enhance current programs, as well as recommend/ create new offerings.
  - Develop, with team members, systems and standard operating procedures to manage events in the most efficient and effective manner.
- **Volunteer Program**
    - Lead the development of the first-ever ongoing Volunteer program at The Bay. Leverage and learn from experts and other resources (e.g., individuals, other parks) that have excellent programs. Identify and prioritize Volunteer roles to be filled based on park needs.
    - Determine efficient process to evaluate the 1,000+ people who have already volunteered and/or signed up to volunteer online.
    - Develop onboarding program and materials by Volunteer role.
    - Lead Volunteer program for Anniversary and other large events – including: understanding by-event needs/ roles, recruiting, scheduling, waivers, orientation, day-in check-in/ logistics, etc.
    - Determine most effective/efficient way to schedule/ manage volunteers, including assessing if/ what technology platform should be used.
    - Identify organizations and other partners to provide groups of volunteers if/where/as needed.

### Qualifications

- Minimum of 3 years related experience preferred.
- Innate passion for The Bay and its mission.

### Skills

- Has customer service experience – in positive and challenging situations. Thinks, plans and executes by putting customer needs and wants first.
- Exceptional organization, attention to detail and multi-tasking skills.
- Is motivated by working in a fast-paced, entrepreneurial environment. Embraces change -- is agile and flexible.
- Works collaboratively, productively and professionally with a diverse and broad range of people (e.g., customers, partner providers, public agencies) to achieve goals.
- Proficient with Microsoft Office (e.g., Word, Excel, PowerPoint). Embraces learning new technology.
- May require some light physical labor: Must have the ability to lift 40+ lbs. Must have the ability to stand/ walk up to 4+ hours at any given event.

### Other Details

- This is a full-time salaried exempt position with full benefits. Competitive salary commensurate with experience.
- Work hours and workdays, while generally Monday through Friday, are flexible. Work location is also flexible with the expectation to attend bi-weekly team meetings (in person or virtually) on workdays. As the park is open 7 days a week, flexibility to help with events, attend meetings and other activities on any day is expected.

### Benefits

- 80% Employer-paid individual and family Medical healthcare coverage (including Dental and Vision options available).
- Simple IRA plan with up to a 3% match of employee contribution.
- Unlimited paid time off (PTO), with the expectation that the employee exercises good judgement and informs her/his manager, and if/ when appropriate, other BPC managers in advance.
- Paid holidays consistent with the City of Sarasota.

### About The Bay

The Bay is a signature public park along Sarasota Bay in downtown Sarasota, FL designed to be “one park for all” – open and accessible, free and welcoming for everyone to enjoy. This beloved gathering place is transforming 53 acres of precious city-owned land into a blue and green oasis – revitalizing what was once a parking lot into a dynamic public park. Since opening in October 2022, nearly 500,000 people have visited The Bay to experience all that the park has to offer.

### About the Bay Park Conservancy

The Bay Park Conservancy (BPC) was formed as a 501c3 not-for-profit organization in 2019 to implement the Master Plan approved by the Sarasota City Commission to conserve 53 acres of public land for a signature park along Sarasota Bay. The BPC entered a long-term partnership with the City to help fund, develop, operate, maintain and program the park for the benefit of the community now, and for generations to come.

For more information about The Bay and The Bay Park Conservancy, visit [www.thebaysarasota.org](http://www.thebaysarasota.org).

**If you are interested in applying for this role at The Bay Park Conservancy, please email [info@bayparkconservancy.org](mailto:info@bayparkconservancy.org):**

- Why you are interested in this role.
- Why you think you are a good fit for this role.
- Attachment(s): A copy of your current resumé, or equivalent; and any other documentation you think would be relevant.

**Thank you!**