Volunteer and Visitor Services Coordinator

Background and Mission

Bowman’s Hill Wildflower Preserve (the Preserve) was founded in 1934 with a mission to increase the knowledge and use of native plants by serving as an educational resource and destination that inspires conservation action. It is a member-supported nonprofit organization that has come to be recognized as a local treasure, a state resource and a national institution. Known regionally for its community-based programming, it is considered a statewide source for native plants and is the only accredited museum in the nation focused exclusively on native flora.

Position Summary

The volunteer and visitor services coordinator is a crucial part of the Preserve team and represents “the face of the Preserve,” requiring superior customer service, an engagement orientation, effective merchandising and marketing, and a passionate commitment to demonstrating the Preserve’s appreciation. The position is responsible for the recruitment, training, retention and recognition of participants in the Preserve’s volunteer program, as well as the administration of confidential volunteer recordkeeping. In addition, this position coordinates all aspects of the Preserve’s retail operations, including admissions, nursery plant sales and the Twinleaf Book & Gift Shop, all of which the Preserve’s volunteers support extensively. The ideal candidate is a hospitality or customer service professional with some experience in retail and/or volunteer management.

Responsibilities

Volunteer Management:

- Recruitment & Retention
  - Market externally through website listings, social media and partner organizations
  - Follow up on requests for information concerning the volunteer program via emails, phone calls, tours and visits
  - Work with Preserve employees to ensure volunteer needs and concerns are addressed
  - Create a program of ongoing engagement through field trips and special events that provide quality experiences to the volunteers
• Onboarding
  o Design, update and distribute volunteer program information, including the general handbook, policies manual and department-specific handbooks
  o Complete appropriate personnel paperwork and ensure proper background checks
  o Match volunteer candidate with appropriate project description, balancing candidate’s areas of interest with the needs of the Preserve
  o Conduct in-person orientation and training prior to candidate volunteering; monitor progress
• Administrative
  o Maintain confidential internal volunteer records
  o Document and track volunteer hours, including compilation of year-end volunteer hours totals report for Annual Report and grant submissions
  o Facilitate volunteer communications, including maintenance of email distribution lists and volunteer email newsletter
  o Create and maintain signup and email distribution lists through SignUpGenius and Mailchimp
  o Scheduling
• Recognition
  o Design and implement appreciation events, including annual Volunteer Recognition Event
  o Develop an incentive program to recognize outstanding volunteers
  o Maintain regular gratitude communications, such as appreciation messages after events or at regular intervals
• Other duties as assigned

Visitor Services Coordination:

• Retail
  o Maintain cash register and credit card processing supplies and equipment
  o Open and close all cash registers daily; reconcile cash registers on a regular basis
  o Produce weekly sales reports for accounting & bookkeeping
  o Maintain the VEND point-of-sale software system, cash register and credit card processing supplies and equipment
  o Maintain all sales and customer service areas in a clean, organized and well stocked condition
  o Research and order gift shop inventory; attend gift trade shows as needed
  o Determine appropriate gift shop inventory pricing through market and competitor research
  o Track gift shop inventory and maintain recordkeeping, including the annual inventory audit
  o Plan, maintain and facilitate offsite sales as needed, such as for tabling events, the annual signature fundraiser event, and education programs held outside the Preserve
• Visitor & Customer Service
  o Coordinate the scheduling of volunteers and employees for all customer service positions; directly staff unfilled positions when volunteers and employees are not available
  o Train new volunteers and employees in the operation of VEND, proper money handling procedures and customer service
  o Distribute and maintain supply of trail maps, interpretive brochures, bloom guides and other collateral for visitor interaction and orientation
  o Respond to requests for information in person, by phone and/or via email
  o Provide a list of preregistered visitors and guests to the admissions gate attendant daily
  o Provide communication with employees and volunteers for any new procedures or special event logistics pertaining to admissions
  o Manage all customer service needs with an engaging, positive demeanor representative of front-of-house hospitality
  o Office supplies management
• Other duties as assigned

Requirements

- 3+ years of volunteer management and/or retail supervisory experience
- Excellent people skills and customer service orientation
- Exceptional communication skills – written, verbal and interpersonal
- Passion for service-oriented community
- Ability to maintain professional composure under pressure
- Creativity, self-starting ability, strong organizational skills, and oriented to a high level of detail
- Excellent problem-solving skills
- Superior computer skills including Google Suite, Microsoft Office, SignUpGenius, Adobe, Mailchimp and point-of-sale systems
- Valid driver’s license

Preferred Qualifications

- Bachelor’s degree
- Experience with VEND point-of-sale system
- Experience working with non-profit organizations
- Knowledge of QuickBooks and bookkeeping practices
Work Schedule

This is a full-time position with a required Saturday OR Sunday, 8:45 am to 5:15 pm schedule. While the weekday schedule may depend on the candidate, the ideal schedule is Tuesday through Saturday with Sundays and Mondays off. A limited monthly amount of remote work hours may be available on a case by case basis.

The Preserve is open 7 days a week and on most federal holidays, including Memorial Day, July Fourth and Labor Day. The Preserve is closed on Christmas Eve, Christmas Day, New Year’s Eve and New Year’s Day.

Physical Requirements

- Effectively maneuver around the Gift Shop, Native Plant Nursery sales floor and the Preserve at large
- Bend, squat, reach and lift
- Stay in a stationary position during prolonged periods of time
- Lift and carry up to 30 pounds

Compensation and Benefits

The annual salary range for this position starts at $50,000 and is commensurate with qualifications and experience. Benefits include:

- Generous paid time off policy
- 401(k) retirement plan
- Employer-paid health insurance
- Employee discounts
- Complimentary Preserve membership

To Apply

Please send a cover letter, resume and references to:

Jen Ventresca, director of finance and operations
ventresca@bhwp.org

Visit us at www.bhwp.org for more information.

The Preserve is an equal opportunity employer and is committed to non-discriminatory policies. All decisions regarding recruitment, hiring, promotion and all other terms of employment will be made without regard to race, color, religion, age, gender, gender expression, sexual orientation, national origin or ancestry, marital status, status as a qualified handicapped or disabled individual, or any other impermissible factor in accordance with applicable laws.