

Private Events Specialist

New England Botanic Garden at Tower Hill, PO Box 598, Boylston MA 01505 508-869-6111

Direct Manager:	Manager of Events		
Department/Group:	Events	Job Category:	Non-Exempt Full-time Permanent
Location:	Boylston, MA	Travel Required:	Occasional
Rate:	\$23.50 - \$25.38 hourly	Apply:	https://bit.ly/nebg-jobs

Position Overview

The Private Events Specialist is responsible for ensuring the operational success of meetings, social events, photoshoots, proposals, group visits, tours, and Night Lights parties. These events generate important revenue that supports the New England Botanic Garden (NEBG) mission and ongoing operations.

This position oversees the execution of approximately 300 bookings annually and works collaboratively across departments, as well as with food and beverage partners, to ensure all event details are clearly communicated. During events, the Private Events Specialist supervises per diem event staff and helps ensure a high-quality guest experience from setup through completion.

NEBG is committed to connecting people with plants, fostering environmental stewardship, and creating meaningful experiences that inspire our community through horticulture, education, and nature.

Our Culture

- Be part of an exceptional, respectful, and inclusive workplace culture that values both high performance and work-life balance.
- Enjoy comprehensive benefits, retirement savings options, generous paid time off, and holidays.
- Work for an organization deeply committed to diversity, equity, inclusion, and accessibility (IDEA).
- Explore opportunities to attend IDEA workshops and initiatives that foster a culture of belonging across the organization.

Responsibilities

- Ensure that all inquiries related to photoshoots, meetings, group visits, tours, and social events are responded to promptly and professionally, working in coordination with the Private Events Administrative Assistant to manage communication and schedule venue tours.
- Work with your Manager to develop and implement annual sales plan to meet net budget goals.
- Work with your Manager to develop and implement annual marketing plan for meetings and social events.
- Sell, book, and coordinate all details of photoshoots, meetings, group visits/tours, and social events.

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- Direct all day-of event details for meetings and social events related to timeline, décor, setup, breakdown, and vendors or ensure appropriate day-of coverage.
- Prepare proposals and invoices, secure signed contracts, and collect client payments in accordance with contract terms and deadlines.
- Directly supervise the per diem private event assistants during events. The Private Events Specialist or their designee must be on call from setup through breakdown of any of the events for which they are responsible.
- Assist with branding and development of the Private Events department collateral related to meetings, social events, photoshoots, groups, and Night Lights parties
- Serve as the primary liaison with clients and their vendors to ensure compliance with all venue policies and procedures.
- Achieve new business solicitation goals through targeted outreach by email and phone, and by attending networking events to build relationships with prospective clients.
- Ensure fiscal accountability by monitoring event rental rates and conducting cost analyses in event markets within this position's responsibility.
- Work with Manager to maintain inventory, oversee setup, and troubleshoot audiovisual equipment provided by NEBG at Tower Hill.
- Conduct post-event evaluations to improve quality and efficiency of event operations.
- Regularly review contracts and rental materials for meetings, social events, photoshoots, and group visits to ensure all required information is accurate and complete.
- Be welcoming to all staff and the public.
- Work with an awareness of surroundings and vigilant to any possible threat to the safety of staff and the public, or to NEBG property. Ensure all concerns are reported promptly.
- Comply with provisions of the current Employee Handbook, all published personnel policies, and the requirements of the job description.
- Other duties as assigned.

Leadership and Interpersonal Relations

- Communicate all relevant event details clearly and promptly to internal departments, staff members, clients, and vendors.
- Propose strategies to the Manager of Private Events that increase awareness of NEBG's mission among rental clients in collaboration with other departments.
- Support the planning and execution of interdepartmental projects and events.

Supervision and Training

- Supervise and assist with training day-of event staff to adequately ensure the security of NEBG, its buildings, and grounds.

Schedule

The Events Specialist position is hourly and non-exempt. The standard work schedule for this position is 40 hours per week. The schedule will be flexible to account for the varying event schedule and will include weekends and evenings.

Physical Demands / Working Conditions:

- Must be able to lift 25 pounds and work outdoors in all seasonal extremes.
- Must be able to bend, squat, kneel, stand, and walk for extended periods of time and to navigate uneven grounds and stairs evenly.

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- Must be able to work with appropriate computer and communications equipment.

Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.

Education and Experience

- 1-3 years of relevant experience in hospitality, events sales, or a related field with demonstrated success in sales growth, client relationship management, revenue generation, and developing new business opportunities
- TIPS or ServSafe Alcohol certified or the ability to acquire by start date.
- Familiarity with audio visual equipment, strongly preferred.
- Experience with CRM software, preferred.