

ONE WOMAN · ONE VISION
ONE EXTRAORDINARY GARDEN



THE RUTH BANCROFT
GARDEN

Executive Director Job Description for The Ruth Bancroft Garden

About the Garden

The Ruth Bancroft Garden in Walnut Creek, CA., originally created in 1972 by Ruth Bancroft, is considered one of the premier dry gardens in North America for its rare collection and stunning design. The Garden attracts visitors from all over the world as well as local families, plant and garden lovers, and those interested in making their homes, gardens or patios beautiful in this mostly dry inland Mediterranean climate.

The Garden's mission is to preserve and develop Ruth Bancroft's exceptional water-wise plant collection and garden design for the enjoyment and education of the public. As a core of the mission is the Garden's education program which provides more than 50 seminars annually to adults, and over 150 docent led tours to the public at large. In addition, the education program leads two- hour field trip programs that serve over 600 pre-school, elementary and high school students each year.

Volunteers are critical to the garden's success and contributed more than 8,000 hours this past year, filling various roles as: docents, greeters, propagators, office staff, event support and weeders.

Unlike most non-profit organizations, the Garden generates over half of its revenue from retail sales of plants, memberships and admissions to the Garden. Central to the duties of the Executive Director will be to manage the sales activities to approximately 300 visitors per day. The E.D. is responsible to ensure that every visitor has the ultimate experience during the visit, ideally purchasing a membership and plants to take home.

Position Description and Responsibilities

The Executive Director (E.D.) is responsible for helping the Board ensure the Garden fulfills its mission and long-term strategic plan. Specifically, the E.D. duties include:

1. Ensure the preservation, maintenance and development of the Garden collection in the spirit of experimentation and design aesthetic of founder Ruth Bancroft
2. Implement the long term strategic plan which calls for Increasing plant sales, memberships, and admissions by 20% in 2018.
3. Prepare, in conjunction with the Board Finance Committee, the annual budget and be responsible for results. Work with the Board and various committees.
4. Supervise, mentor, motivate, assist, and evaluate the senior staff.
5. Assure that volunteers are valued and want to spend their time at RBG.

6. Plan and implement strategies to raise major gift support from benefactors and corporations; assist Board members and friends of the Garden in solicitation of support from these sources.
7. Apply for grants from foundations or governmental agencies, and solicit general financial support for the Garden.
8. Represent the Garden at professional and civic events, conventions, and other meetings to strengthen relationships with cultural and civic leaders and to explain the Garden's functions.

Job requirements:

1. A degree at the Bachelor level.
2. Experience as a manager in retail sales, having supervised 25 people or more. Strong interpersonal skills.
3. Strong IT skills, with extensive knowledge of excel, word, and wordpress. Strong familiarity with database management. Programming background would be desirable, such as ability to write sql queries.
4. Demonstrated process-improvement capabilities.
5. Strong financial skills, familiarity with P&Ls, balance sheets, and updated projections.
6. Some experience working with volunteers.
7. A dynamic and effective spokesperson with the ability to work with diverse communities
8. Excellent written and oral communication skills.
9. Demonstrated ability to provide strategic and dynamic leadership.
10. An interest in gardening and an appreciation of public gardens.
11. Experience working with a museum or botanical garden or related nonprofit organization or on fundraising campaigns is desirable, but not required.

Applicants should send a cover letter and resume to: Gretchen Bartzen at gretchen@ruthbancroftgarden.org.