

# GREEN-WOOD

|                     |                                                                                                                                                                                                       |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Position:</b>    | <b>Assistant Manager of Retail and Venue Operations</b>                                                                                                                                               |
| <b>Department</b>   | <b>External Relations</b>                                                                                                                                                                             |
| <b>Reports to:</b>  | <b>Manager of Retail and Venue Operations</b>                                                                                                                                                         |
| <b>Location:</b>    | <b>The Green-Wood Cemetery, Brooklyn, NY</b>                                                                                                                                                          |
| <b>FLSA Status:</b> | <b>Exempt; Full-time</b>                                                                                                                                                                              |
| <b>Schedule</b>     | <b>40 hours a week. Flexible schedule. Base hours will primarily be Monday-Friday, 9am-5pm. Must be available for regular weekend and evening coverage aligned with retail and rental operations.</b> |
| <b>Salary:</b>      | <b>\$75,000-85,000</b>                                                                                                                                                                                |

## ABOUT THE DEPARMENT

The External Relations Department serves as Green-Wood's central hub for communications, public engagement, and visitor-facing strategy. Through cohesive messaging, consistent brand identity, and strategic outreach, the department advances Green-Wood's mission and amplifies its role as a National Historic Landmark, accredited arboretum, and cultural institution.

By combining compelling storytelling, public engagement, and digital outreach, External Relations strengthens connections with diverse audiences and supports welcoming, meaningful experiences across Green-Wood's campus and public-facing initiatives.

## ABOUT THE ROLE

The **Assistant Manager of Retail and Venue Operations** supports the day-to-day operations of The Green-House, overseeing private events, retail operations, visitor services, and facility readiness. Reporting to the Manager of Retail and Venue Operations, this role exercises independent judgment to coordinate operations, resolve issues, and ensure exceptional visitor, client, and partner experiences.

The Assistant Manager serves as the primary on-site operational lead during assigned private events, coordinating cross-functional teams, vendors, and internal stakeholders to ensure seamless execution. This role oversees retail merchandising and inventory management, supports revenue-generating initiatives, manages operational systems and reporting, and helps develop efficient workflows and procedures as The Green-House continues to evolve.

The Assistant Manager also provides guidance and day-to-day support to Welcome Associates, promotes consistent operational standards, and identifies opportunities to improve visitor experience, operational efficiency, and service delivery.

## KEY RESPONSIBILITIES

*The **Assistant Manager of Retail and Venue Operations** is proactively responsible for:*

### Catering and Private Rental Coordination

- Serve as liaison to Green-Wood's exclusive caterer and other high-level vendors.
- Manage operational expectations, day-to-day communication, contract needs, and event service standards set by the Manager.

- Serve as the primary liaison to Green-Wood's exclusive caterer and other event vendors.
- Coordinate vendor communications, deliveries, load-ins/load-outs, and on-site logistics.
- Serve as the on-site operational lead for private events (including coordinating weddings, rentals, programs, walkthroughs, tastings, and rehearsals), resolving operational issues and ensuring successful execution.
- Communicate regularly with clients about timelines, logistics, and requirements.
- Ensure all rental spaces are set up according to standards prior to events.
- Document damage and maintenance needs pre/post event.
- Maintain working knowledge of building facilities.
- Ensure the safety, security, and overall readiness of the Green-House for clients, guests, visitors, and staff.

#### **Retail Operations and Customer Experience**

- Maintain engaging retail displays that are well-stocked, organized, and aligned with merchandising standards.
- Oversee inventory management, merchandise pricing, replenishment, and sales reporting to support an organized, well-stocked retail environment.
- Provide leadership and operational support to Welcome Associates, including onboarding, coaching, and ensuring consistent visitor service standards.
- Recommend operational and merchandising improvements that enhance visitor experience and retail performance.

#### **Operations, Administration & Financial Coordination**

- Manage invoice processing, vendor payments, and routine expense tracking.
- Maintain operational systems, booking records, vendor files, inventory records, and reporting to ensure accuracy, compliance, and contribute to the continuous improvement of day-to-day operations.
- Coordinate with internal departments to ensure operational readiness for events and daily public operations.
- Recommend workflow improvements that enhance efficiency, communication, and operational consistency.

#### **QUALIFICATIONS**

- 3–5 years of progressively responsible experience in customer service, visitor experience, retail operations, hospitality management, venue operations, event management, or a related public-facing environment.
- Experience coordinating building operations, private events, or hospitality operations in a cultural institution, museum, nonprofit, or similar setting.
- Experience supervising, coaching, training, or directing staff, volunteers, or front-line teams.
- Strong operational and project management skills with the ability to prioritize multiple initiatives, improve workflows, and maintain attention to detail in a fast-paced environment.
- Excellent communication and interpersonal skills with the ability to build collaborative relationships across departments, vendors, and clients.
- Experience with purchasing, inventory management, POS systems, budgeting, expense tracking, and operational reporting; Shopify experience is a plus.
- Willingness to work a flexible schedule, including evenings, weekends, and holidays, to support private events and public programming.
- Experience managing private events and coordinating vendors, including caterers, A/V providers, florists, and other event partners.
- Valid driver's license required.

- Familiarity with New York City's historical and cultural landscape is a plus.
- Commitment to Green-Wood's mission, values, and providing an inclusive, visitor-centered experience.

## **MEASURING DEPARTMENTAL SUCCESS**

The External Relations Department's success is measured by its ability to deliver welcoming, well-managed, and mission-aligned public experiences; support institutional sustainability through earned revenue; and collaborate effectively across departments to advance Green-Wood's public-facing goals.

Success across the department is reflected in:

- Increased public awareness and audience engagement
- Consistent, cohesive messaging across all platforms and visitor touchpoints
- Strong cross-departmental collaboration in support of organizational priorities
- Growth in media coverage, website traffic, and social media engagement
- Positive feedback from internal teams, external partners, and community stakeholders

Success in the Assistant Manager of Retail and Venue Operations role will be measured by:

- Successful day-to-day operation of retail, visitor services, and private rental activities within the Green-House.
- High levels of client, visitor, and partner satisfaction through consistently exceptional service and operational execution.
- Achievement of departmental goals related to retail performance, earned revenue, rental coordination, and visitor engagement.
- Accurate inventory management, timely financial processing, and reliable operational reporting.
- Operational readiness and seamless execution of private events, public programs, and daily Green-House operations.
- Strong collaboration with internal departments, vendors, and external partners to support organizational priorities.
- Continuous identification and implementation of operational improvements that enhance efficiency, visitor experience, and service delivery.
- Consistent leadership, coaching, and support of Welcome Associates and other front-line staff to maintain high operational and customer service standards.
- Growth in retail sales and effective support of earned revenue opportunities through private rentals and visitor engagement.

## **Additional Information**

---

### ***Mission Statement***

Green-Wood is a living cemetery that brings people closer to the world as it is and was, by memorializing the dead and bringing to life the art, history, and natural beauty of New York City.

### ***Equal Employment Opportunity & Pay Transparency***

Green-Wood is an equal employment opportunity employer that prohibits discrimination against applicants and employees on the basis of race, color, religion, sex, gender, national origin or ancestry, age, disability, pregnancy, sexual orientation, gender identity, marital status, domestic partner status, military or veteran status, citizenship status, and any other basis or characteristic protected by federal, state, or local law.

As required by NYC law, the salary range for this position is disclosed. Actual salary will depend on experience, education, and qualifications.

***Physical Demands/Working Conditions***

This role involves working in a public-facing environment, regular walking across the Cemetery's hilly terrain from the Green-House, and the ability to lift and move light materials. Evening and weekend work is required during events and programs.

---