



# President & CEO Position Profile

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Green Bay Botanical Garden seeks a dynamic and experienced executive to lead one of the upper Midwest's most impressive botanical gardens. The President & CEO will execute a vision for the next chapter of the Garden with strong staff and volunteer teams leading us successfully into the future.





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## Our History

Green Bay Botanical Garden spans 47 acres full of natural Wisconsin scenes and features more than 98,000 breathtaking plants and flowers. More than 25 years ago, it was an undeveloped area with limitless potential. Nearly 25 years before that, it was an idea in the minds of a few passionate plant people. Visit our [website](#) to see how almost 50 years of hard work, determination, and a special partnership with Northeast Wisconsin Technical College (NWTCC) got the Garden to where it is today.

## Mission

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.

## Vision

Green Bay Botanical Garden will be the leading educational, recreational, social, and horticultural destination enriching the quality of life in the upper Midwest.

## Diversity, Equity, Inclusion, Belonging Statement of Support

Green Bay Botanical Garden celebrates the diversity we see in all forms of life, from the plants in the ground to the people connecting with nature. We welcome everyone to the Garden, people of all abilities, backgrounds, races, religions, ages, cultures, genders, and sexual identities. We're committed to providing a sense of belonging for all people.

Similar to our Horticulture Team tending to the flowers, trees, shrubs, and other plants in the Garden, we acknowledge that we need to continually reflect and adapt what we do to ensure we uphold our commitment to our community.

Learn more about our history and core values at [GBBG.org/AboutUs](https://www.gbbg.org/AboutUs).

# Get to Know the Garden

May 1, 2022-April 30, 2023

## Guests

137,195

Guests from the upper Midwest and beyond found inspiration in nature

## Membership

Members remain steadfast in their support of the Garden as we reached a milestone in member households:

5,032

Total member households

## Volunteers

Volunteers have been and continue to be a crucial part of growing the Garden year after year:

406

Total volunteers

## Education

Our Education Team collaborates with community schools and invites guests of all ages to connect nature, play, and learning in the Garden:



3,094

Students, teachers, and adult chaperones engaged in guided nature-based learning



1,470

Family members participated in educational programs



1,095

Adult learners inspired

## Rooted in Community

Our roots grow deep in northeast Wisconsin:



5,017

Guests received free daily admission in partnership with BMO



11,800

(3,250 grown by our Horticulture Team) plants native to Wisconsin established in NWTC's new pollinator habitat and **more than 300 hours donated to help NWTC plant them over six days**



2,369

Guests celebrated the traditions and culture of the Oneida Nation during Fall Family Festival



1,248

Vegetable plants donated to New Leaf Garden Blitz and Brown County Community Garden projects



1,023

Pounds of produce donated to Paul's Pantry in partnership with Aspiro

### Additional Partnerships:

**Partnered with Oneida Nation** on purple loosestrife beetle rearing to reduce purple loosestrife on Oneida Nation Reservation.

**Participated in Aspiro's No Limits Ability Awareness Campaign** throughout July to show people that having a disability isn't a limitation on gardening or being an active part of the community.





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## Plant Collections

Our collections feature a variety of new plant options and offer sustainable practices that motivate guests to enhance their own gardens, living spaces, and sustainable efforts.



**322,084**

Spring bulbs in the ground



**81,100**

Perennial plants



**17,730**

Annual plants



**4,121**

Species/cultivars

With help from interns, the Garden participated in three plant and seed trials in the U.S. and Canada.

**American Rose Trials for Sustainability**  
(1 of 23 sites)

### All-America Selections:

**Ornamental Non-Seed Trial**  
(1 of 25 sites)

**Ornamental Seed Trial**  
(1 of 45 sites)

## Financial Support

Net assets are now **\$30.3 million** which includes the recently added Bell Children's Garden and **\$208,000 in renovations and additions with more than \$180,000** coming from private donations and the balance from the Garden's endowment earnings.



Total Support, Earned Income, Investments, & Capital Contributions

**41%**

Special Events

**19%**

Contributions

**14%**

Membership

**11%**

General Admission & Gift Shop

**15%**

Other

# Position Overview

We seek a creative, visionary leader with a track record of significant achievement, confidence in public speaking, a strong and dynamic public presence to promote the goals of the Garden and amplify the strong existing brand and reputation, executive level development and management experience, demonstrated success for multi-million-dollar fundraising campaigns – financial/tracking experience, and commitment to staff excellence and diversity.

**The ideal candidate will possess the key competencies as outlined and embody the values of Green Bay Botanical Garden.**

## Key Competencies

1. **Leadership Skills:** Have excellent leadership skills to effectively lead the Garden and its staff. Able to recruit, retain, inspire, and motivate a diverse, high-performing team to achieve the Garden's goals and objectives. Foster an inclusive, positive culture.
2. **Strategic Thinking:** Must be able to think strategically and develop long-term plans for the Garden. Must be able to assess complex situations, make informed decisions, and communicate the vision effectively to others.
3. **Business Acumen:** Able to understand and analyze business situations, see the big picture, make informed decisions, identify risk, and identify and capitalize on new opportunities. Can develop and run a multi-faceted operational plan.
4. **Fundraising & Development:** Able to cultivate relationships with donors and develop and implement fundraising strategies to secure funding for the Garden's operations and projects.
5. **Environmental Stewardship:** Committed to environmental stewardship and sustainable practices. This includes promoting conservation, reducing waste, and managing the Garden's ecological impact.
6. **Executive presence** is a combination of competencies and qualities that enable leaders to project confidence, credibility, and authority in their interactions with others. Some of the key competencies of executive presence include:
  - **Communication Skills:** Must have excellent communication skills, including the ability to articulate ideas clearly and concisely, actively listen, and respond effectively to questions and feedback. As President & CEO, must have ability to effectively communicate with staff, stakeholders, and the general public. This includes the ability to write and present reports, use technology, and speak publicly.
  - **Emotional Intelligence:** Possess strong emotional intelligence and can manage emotions while also understanding and responding to the emotions of others.
  - **Presence & Poise:** Exude a sense of calm and confidence in interactions with others. Can maintain composure in high-pressure situations and project an air of authority and gravitas.
  - **Authenticity:** Is genuine in interactions, true to values, and can build trust.
  - **Relationship Building:** Must be skilled at building relationships and networks, both within and outside of the organization. Can connect with others and build rapport quickly and are able to navigate complex relationships with ease.
  - **Executive Demeanor:** Is polished, professional, and able to adapt style to different audiences and settings.





## Key Duties & Responsibilities Include:

### Leadership

- Using the power of storytelling, ignite and kindle the passion for our mission with all organization stakeholders - staff, board, volunteers, donors - propelling them to invite people to join in our work.
- Build a real sense of belonging for those who have found their way to our organization, ensuring that our ecosystem is diverse, equitable, and inclusive.
- Model the leadership you look to see in others by tending to your own self-care.

### Board Partnership

- Build, cultivate, and nurture a true partnership with the Board of Directors built on mutual respect and trust.
- Provide the Board of Directors with the resources, information, and training necessary to fulfill their duties and to be organizational ambassadors.
- Actively engage with the Governance Committee to help identify prospective board members who bring the skills, attributes, and lived experience necessary for the board to be the best partner it can be.

### Vision & Strategy

- In partnership with the board and staff, align the organization around a compelling long-term vision for the future, one that can rally stakeholders and donors as we secure resources, both human and financial, to support our work.
- Ensure the mission and core values are continually developed to provide the organization with a compass to guide us toward our vision.
- Develop goals, strategies, and tactics in the form of annual plans as a key road map that introduces an accountability component to the strategy we develop.
- Ensure the Garden's goals and strategic plan serve as the basis for sound financial management; that solid budgeting and accounting systems are in place; and that appropriate financial controls and risk-management strategies protect the Garden's assets.
- Ensure the Garden embodies its values and commitment to equity and diversity. Build out the IDEA (Inclusion, Diversity, Equity, and Accessibility) strategy and ensure it is woven into the fabric of the organization's culture and work.





### Management (People & Financial)

- Build, lead, and retain an effective and diverse staff dedicated to the mission and with the requisite skills to be successful in their work.
- Provide leadership and motivation to inspire staff and enthusiastically nurture a culture that encourages teamwork, innovation, and high-quality work.
- Establish effective decision making at all levels to ensure that voices are heard and that short- and long-term goals are met.
- Ensure the organization is resting on a fiscally sound foundation and that relevant parties are informed about fiscal status and that financial information is communicated in a manner accessible to all.
- Prepare budgets, plan projects, and manage the Garden's endowment and fundraising initiatives.

### Impact

- Oversee a programming collection that is designed with a deep understanding of the communities we serve and that aligns with our mission and our long-range plans.
- Ensure effective systems for program evaluation, regularly evaluate the program offerings, ever mindful of the need to adapt to the needs of our communities.
- Bring a spirit of innovation to the program work with an eye toward piloting new ideas that could be incorporated into or will maximize existing work.





## Growing Resources

- Serve as the fundraiser in chief of the organization, setting fundraising strategy and responsible for working with staff, board, and volunteers to identify prospects and close gifts.
- With an understanding that fundraising is relational, develop strategies that ensure that donors are nurtured from their first gift.
- Serve as a primary spokesperson and public face for the Garden: effectively promote, advocate for the mission, and build relationships with constituent and stakeholder groups critical to the success of the organization. This includes a strong relationship with Northeast Wisconsin Technical College (NWTC), other community groups, government leaders, and major contributors.

## Desired Education & Experience:

- A degree from an accredited college or university is required.
- Ten+ years of proven senior management experience in the business/nonprofit sectors or in a similar venue that delivers an extraordinary guest experience, with a track record of setting ambitious goals and effectively deploying people resources and financial capital to achieve them.
- Solid, demonstrated skills in operations, finance, and business management are expected.
- Highly proficient in Microsoft Office, Teams, and/or other database programs; Blackbaud Altru knowledge a plus.
- Culturally sensitive and able to work effectively with diverse groups of people.
- Previous management experience in a high-energy, high-volume customer service operation in a hospitality type of environment is desirable.
- The ability to work under pressure, prioritizing tasks and juggling many tasks simultaneously, while constantly interacting with guests in a public environment.
- Experience working within a nonprofit environment and/or using community resources is a plus.
- Must be flexible in working hours and environment, as many events are held outdoors, and evenings and weekends are required on occasion.





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## Benefits & Compensation

### Benefits

Employees at Green Bay Botanical Garden have a competitive benefits package including:

- Health insurance coverage and Life insurance (30–40 hours/week)
- Retirement Plan/401 (K) (available to enroll after six months or 1,000 hours)
- Comprehensive time off benefits

### Salary Range

A competitive compensation package will be offered with some flexibility commensurate with experience.

### Equal Opportunity Employer

Green Bay Botanical Garden provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

### Location

Green Bay Botanical Garden is situated within the historic city of Green Bay, Wisconsin. It is imperative that the President & CEO of this organization maintain a residence within reasonable commuting distance to the Garden, as this role is not intended to be performed remotely.

### To Apply

The Garden is partnering with Employee Resource Group (ERG) to recruit for this position. To apply, upload your CV or resume and a letter expressing your interest at [GBBSG.org/CEOApply](https://www.gbbsg.org/CEOApply) or contact Jessica Jacklin, Director of Talent - Executive Search, at [jessica@ergsearch.com](mailto:jessica@ergsearch.com) or 920.939.6266.

We strongly encourage applications from diverse individuals, including but not limited to diversity in such characteristics as race/ethnicity, color, national origin, age, socioeconomic background, religion, creed, veteran's status, gender, gender identity, gender expression, sexual orientation, and disability.

### About ERG

For over 20 years, ERG has been fueling the growth of businesses in Wisconsin and across the country. They are partners in success, committed to finding and engaging top-tier talent that aligns with clients' values and objectives.

### Dig Deeper

More information about Green Bay Botanical Garden can be found at [GBBSG.org](https://www.gbbsg.org).