



JOB TITLE: Studio Manager

JOB SUMMARY: We are seeking an enthusiastic and motivated individual to develop and run workshops, classes, and events for The Studio at Bowood Farms. The ideal candidate has a passion for craft, gardening, design, food, and education.

REPORTS TO: Owners

TIME REQUIREMENT: Full time: weekday, weekend, and evening availability as schedule dictates. Flexibility in work schedule is required including the ability to work extended hours and holidays as operational need requires.

REQUIRED DUTIES AND RESPONSIBILITIES:

- Responsible for creating, planning, and implementing all workshops and classes for The Studio at Bowood including classes taught by internal teachers as well as outside teachers. The Studio Manager should teach at least 50% of the classes/workshops and be willing to learn new concepts and skills to develop classes.
- Keep up to date on current trends and follow local and national horticulture influencers and makers to develop event and workshop ideas.
- Create fee structures, material requirements, descriptions, and promotional photography for all classes and events.
- Implement and manage all marketing. This includes email campaigns through Mailchimp, social media updates including Facebook and Instagram, and all in store marketing.
- Enter and maintain all class information in Lightspeed and Shopify. Monitor class sales, waitlists and make adjustments as needed including the activation and deactivation of classes online.
- Responsible for all communication with class participants including registration, reminders, and cancellations.
- Coordinate private classes or tours for garden clubs, office groups and shopping groups as requested. Reach out to local organizations throughout the region to grow these offerings.
- Develop and manage special events such as the BooWood Halloween event and the winter Bowood Bonfire. Coordinate with surrounding businesses including Bowood by Niche, Big Muddy Adventures, and Holliday, to create collaborative events and coordinate schedules.
- Manage all calendars including the yearly office calendar and shared google calendars to ensure that everyone is up to date and that all events are staffed properly.
- Must be detail oriented and organized. Must have strong computer, communication, and networking skills. Ideal candidate is enthusiastic, creative, and resourceful and is someone who enjoys sharing ideas and skill with others.