

The Butchart Gardens is looking for an individual from within the company to fill the following position:

DEPARTMENT: PUBLIC RELATIONS
POSITION: Group Services Representative

The Public Relations department strives to provide excellent customer service to both visitors and other departments, while promoting The Butchart Gardens to our many different markets. Group Services focuses primarily on services to our tour operators, industry partners and groups. They also work closely with all departments to deliver a positive Gardens experience for our visitors.

DUTIES:

- Work with Group & Food Service Coordinator to receive, verify and book all group & food services, working with internal food services teams, tour companies and FITs. Ensure smooth operations for visitors
- Process incoming reservations for admission and food services into reservation system
- Provide information to tour companies and groups about The Butchart Gardens admissions and food services and answer direct inquiries, take bookings, make payments and communicate details with customers
- Assist Sales & Events Specialist with groups and events that require additional assistance, and in their absence, coordinate for weddings and special events
- Work with internal food services and external tour contracts to problem solve any challenges
- Represent The Butchart Gardens at trade shows, consumer shows, mixers, local industry events as well as hotels/visitor centres, etc. in conjunction with Sales Coordinator
- Develop and execute sales plan to generate 12-month pass and food services sales in local and regional markets, including seasonal and public markets, theme days, consumer shows
- Manage the local parade program
- Assist and conduct FAMs/Site Inspections and lead groups to various food service venues as required
- Meet and greet School and Student groups; review our guidelines and Garden Etiquette with tour leaders; monitor group throughout the visit to ensure our policies are being upheld; assist where needed
- Assist with on-site coordination of PR duties on Fireworks Saturdays and Special Event Days
- Support Visitor Services staff during peak times at Admissions Gate; assist in expediting admissions through Turnstiles; ensure Admission Reports are current and relevant information is communicated to VS staff
- Resolve ticketing issues with tour operators and third-party sellers
- Process staff tickets, pre-paid tickets, assist with Groups email inquiries
- Assist in training new PR seasonal staff
- Welcome busses from cruise ships upon arrival, liaise with shore excursion providers, handle any ticketing issues with bus drivers, support VS staff during busy cruise nights
- Other duties as required

REQUIREMENTS:

- A positive, outgoing, friendly personality with a willingness to work as part of a team as well as independently
- Experience working with tour operators, tour and travel companies and the general public preferred
- Post-graduate degree in business, tourism or marketing preferred
- Excellent communication skills and ability to conduct oneself in a patient, polite and professional manner
- Ability to serve individuals and groups confidently and professionally both in person and on the phone
- Computer and typing skills (including MS office suite)
- Ability to perform and thrive in a busy environment under pressure; must be organized and able to multi task
- Ability to represent The Butchart Gardens in a professional manner
- An understanding of the importance of attention to detail

WORK SEASON:

This is a full-time, 40 hours per week, year-round position. Shifts will vary and weekend and evening work is required. Renumeration will be commensurate with the level of responsibility and qualifications of the successful candidate. The position offers a benefits package, a RRSP matching program, 3 weeks' vacation (***plus an additional 2 weeks paid staff holiday during The Gardens closure each year***), following a probationary period.

If you are interested in joining the Public Relations team, submit a resume and cover letter by Tuesday, November 11, 2025 to the Human Resources department, The Butchart Gardens Ltd., 800 Benvenuto Ave. Brentwood Bay, BC V8M 1J8, hr@butchartgardens.com, 250-652-4422, fax 250-544-4455.

We sincerely thank all those who apply, however, only those short-listed will be contacted.