



**Job Title:** Marketing & Communications Manager  
**Reports To:** CEO  
**FLSA Status:** Exempt – Full Time  
**Posting Date:** November 29, 2022

**SUMMARY:**

This full-time, onsite position will be responsible for executing the marketing and communications functions of the Zoo, under the direction of the CEO and working closely with an outside agency. The position's goals include implementation of strategies to advance the Central Florida Zoo & Botanical Gardens' brand and visibility, and acquiring and engaging guests across paid, earned, owned, and shared marketing channels. In essence the Zoo's chief storyteller and historian, experience and strengths will need to include writing, marketing, social media, website design/administration, photography, videography, photo/video editing, and graphic design.

**ESSENTIAL DUTIES:**

- Create compelling multimedia content for the Zoo's communications platforms.
- Act as onsite liaison procuring photo and video content from other Zoo Departments for communications platforms.
- Act as onsite liaison between Zoo Departments to promote Zoo conservation work, community impact, and programs through press releases, emails, newsletters, updated website content and printed materials.
- Field and respond to all email, social media, and user-generated content throughout all digital platforms in an appropriate timeline.
- Assist in building annual marketing plan to promote Zoo strategic initiatives, events, programs and ticket sales across multiple channels.
- Monitor and update Zoo content as needed on the website to include all areas of the Zoo (including operations, education, events, programs, animal information and horticulture).
- Work closely with vendors or staff as requested to design and produce printed and online communication material used in internal and external marketing communications initiatives.
- Coordinate with all staff and agency to ensure consistency in all organizational communications.
- Maintain photo and media library. Taking and editing photo and video content of animals, staff, products, events, and other content as needed, including maintaining a filing system for labeling and organizing photos and video.
- Perform onsite media escorts and familiarization tours, as well as special video shoots, as requested.
- Create content for timely communications to internal audience, including staff and volunteers.
- Attend Zoo events as marketing ambassador to photograph, video and cover for social media. Serve as Zoo ambassador for community events as assigned.
- Monitor and provide analytics on ongoing social media and email marketing campaigns, our current and desired audience, and the engagement with our distributed content.
- Assist with other marketing and communications projects as needed.

**QUALIFICATIONS AND REQUIREMENTS:**

- Demonstrated skill in storytelling via copywriting, photography, and video editing.
- Demonstrated ability to communicate well in written and oral form, including considerable creative and promotional writing skills.
- Must be a self-starter with the ability to pay attention to detail, prioritize, multi- task and work within specific time frames to achieve objectives.
- Candidate must exhibit a passion for the mission and direction of the Central Florida Zoo & Botanical Gardens.
- Ability to gather, assemble, and analyze facts and devise communication plans to create and publish compelling and inspiring high-quality content (written, images, video) across all platforms and channels (social, WordPress, website, eblasts, etc.)
- Flexible, with the ability to respond to demands on short notice and shifts priorities accordingly during a crisis.
- Exceptional customer service skills – both internally and externally, and an ability to always maintain composure and professionalism.
- Ability to exercise discretion, confidentiality, and independent judgment with respect to matters of significance.
- Demonstrated ability to establish and maintain effective working relationships with all levels of Zoo coworkers, as well as diverse volunteers, media, guests, donors, community partners, vendors, and others.
- Experience with Adobe Creative Suite or other graphic design, photo, and video editing software. Creative Suite experience preferred.
- Experience with email marketing software highly preferred.
- Bachelor’s degree in Communications, Journalism, Public Relations, Marketing, or related field preferred. A minimum of 2 years of experience.
- Ability to work flexible schedule and adjust as required. Weekend, special event, and some holiday work may be required.
- Previous experience working with the media preferred.
- Fluency in Spanish a plus.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Human Resources Signature \_\_\_\_\_ Date \_\_\_\_\_

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