



## **Job Description**

**Job Title:** Marketing Assistant  
**Reports To:** Marketing & Communications Manager  
**FLSA Status:** Non-Exempt – Full-Time  
**Posting Date:** December 1, 2025  
**Pay Range:** \$20-\$22/Hour

### **SUMMARY:**

The Marketing Assistant supports the organization's marketing and communications initiatives through content creation, social media management, digital design, website support, and media outreach. This role is ideal for a creative, detail-oriented communicator who enjoys working across multiple channels to help elevate brand awareness and engagement.

This position includes occasional evening and weekend hours as needed.

**ESSENTIAL DUTIES AND RESPONSIBILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.**

#### *Content Creation & Writing*

- Write and edit compelling content for newsletters, websites, social media, press releases, and marketing materials.
- Ensure consistent brand voice, accuracy, and quality across all communications.

#### *Social Media Management*

- Assist in planning, creating, scheduling, and monitoring content across social media platforms.
- Track engagement metrics and contribute ideas to strengthen online presence and audience growth.

#### *Graphic Design & Visual Content*

- Develop basic graphics for digital and print use (e.g., social media assets, flyers, signage, email headers).
- Assist with layout, formatting, and visual storytelling.
- Capture and edit photos and/or video for use across marketing channels.

#### *Website Administration*

- Update and manage website content, ensuring accuracy and alignment with brand messaging.
- Support new web pages or content features; WordPress experience strongly preferred.

#### *Email Marketing*

- Create and deploy e-blasts, newsletters, and automated campaigns.
- Assist with list management and reporting; experience with Mailchimp and/or Constant Contact preferred.

#### *Media & Public Relations Support*

- Support media outreach and respond to incoming media inquiries as needed.

#### *General Marketing Support*

- Assist with event promotion, collateral development, and campaign coordination.

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- Contribute to brainstorming sessions and help execute marketing plans.

### **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Proven strength in writing, editing, and storytelling skills.
- Hands-on social media experience across major platforms.
- Basic graphic design skills (e.g., Canva, Adobe Creative Cloud, or similar).
- Photography and photo-editing experience.
- Familiarity with website content management systems (WordPress strongly preferred).
- Experience designing or deploying email campaigns (Mailchimp, Constant Contact, or similar).
- Strong organizational skills and attention to detail.
- Ability to work both independently and collaboratively.
- Basic understanding of SEO, analytics, and digital marketing trends.
- Coursework or degree in marketing, communications, journalism, graphic design, or related field.
- Strong communication and interpersonal skills.
- Comfortable juggling multiple projects and deadlines.
- Proficient in Microsoft Office suite of products.
- Creative, proactive, and eager to learn.
- Media relations experience or exposure to public relations tasks preferred.
- Interest in expanding skills across digital marketing, design, and communications.

### **LANGUAGE AND REASONING ABILITY:**

- Ability to respond to common inquiries, requests, or complaints from guests, staff, and media in a clear, effective, kind and courteous manner.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Multi-lingual is a plus.

### **CERTIFICATES, LICENSES, REGISTRATIONS:**

- Valid Florida State driver license

### **PHYSICAL DEMANDS:**

In compliance with the Americans with Disabilities Act, the following have been identified as physical requirements of the job:

- The employee must frequently lift or move up to 25 pounds, occasionally lift or move up to 50 pounds, stand for extended periods, and drive Zoo vehicles.
- This job's specific vision abilities include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. While performing the duties of this job, the employee is regularly required to talk or listen.
- The employee is frequently required to use hands and fingers to handle, reach, or feel and manipulate objects or controls. The employee is regularly required to sit, walk distances, climb, balance, stoop, bend, kneel, and crouch.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **WORK ENVIRONMENT:**

A large percentage of the job functions are performed in an office environment, however there is a significant percentage of duties performed outdoors in the various weather conditions found in Central Florida. These conditions range from rain, wind, cool to cold weather and extreme heat and humidity. The noise level in the work environment is usually moderate.

Central Florida Zoo & Botanical Gardens reserves the right to revise or change job duties and responsibilities as the need arises. This job description pertains to an "at-will" position with the Central Florida Zoo & Botanical Gardens and in no way constitutes a written or implied contract of employment.

The Central Florida Zoological Society is an equal opportunity employer and makes decisions related to compensation and all terms, conditions, or privileges of employment based on merit. Company policy prohibits unlawful discrimination based on race, color, creed, sex (including pregnancy), gender orientation, religion, marital status, age, national origin, or ancestry, physical or mental disability, medical condition, genetic characteristic, military status, or any other consideration made unlawful by federal, state, or local laws. All such discrimination is unlawful and prohibited by the CFZS.