

**PUEBLO ZOO JOB DESCRIPTION**  
**Associate Director of Marketing & Communications**

***Pueblo Zoo Mission:** To empower people to engage in conservation of animals and their natural habitat. Empower. Engage. Conserve.*

***Pueblo Zoo Vision:** To be the trusted leader in our community raising awareness of the value of biodiversity and promoting conservation.*

***Pueblo Zoo Core Values:** Animal Welfare, Conservation, Teamwork, Education, Collaboration, Community*

**Status:** Full-time, non-exempt, salaried

**Reports to:** Executive Director

**Compensation:** \$48,000

**Benefits:** Competitive benefits package including HMO and HSA-qualified health plans, a 3% employer matched SIMPLE IRA, 10 days paid time off, eight holidays, six sick days and a commitment to flexible work schedules and professional development.

**ORGANIZATION OVERVIEW:**

The Pueblo Zoo is a vibrant, collaborative, and flexible workplace. The Pueblo Zoo is accredited by the Association of Zoos and Aquariums and is home to nearly 200 animals representing more than 125 species. Driven by our mission to empower people to engage in conservation of animals and their natural habitat, we serve 100,000 annual visitors, provide educational outreach to tens of thousands of students, and directly support global species conservation. At its core, Pueblo Zoo values animal welfare, teamwork, education, collaboration and community. The Zoo is located in Southern Colorado and provides a great living experience in a big, small town that offers endless outdoor and cultural opportunities without the hassle of congested big city problems.

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**GENERAL DESCRIPTION:**

Leads the marketing, design and public relations efforts communicating with general public, zoo members and donors, and media on a regular basis. Provides design support to all departments, ensuring cohesive branding and positive guest experience. Willingly engages the team/ Zoo staff and acts as an inspirational leader. Actively creates connections that encourage open and honest communication with all while developing and ensuring excellent customer service as it relates to the mission. Works closely with the Executive Director to promote the organization within the community, including business, non-profit and government sectors.

**DUTIES & RESPONSIBILITIES:**

**Marketing & Design**

- Develop and implement strategic marketing plan to achieve organization and team goals
- Establish key metrics to measure and track performance
- Track and benchmark social media and other digital marketing trends
- Oversee and manage marketing budget

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- Design, develop and produce all marketing and event materials
- Produce social media content and manage all social media channels
- Produce and maintain website content
- Manage photo collections and oversee photo and video direction for organization, including taking photo and video and managing volunteer photographers
- Coordinate placement of all print, audio, television advertisements including writing and production of ads
- Design, produce, and coordinate installation of signage for the zoo ensuring consistent, quality branding
- Lead the production of bi-annual (2) ZooNews member newsletter and monthly (12) e-news and e-blasts including setting production scheduling, determining content, coordinating and writing content, design, production and mailing
- Produce and assemble physical materials for fundraising programs and program offerings (adopt program, annual appeal, capital campaigns, rentals etc.)
- Represent the zoo at professional meetings relevant to marketing and networking
- Assess strategic marketing needs such as implement exit surveys, focus groups, random sample surveys, attendance analysis etc.
- Other duties as needed

#### **Communications/Media Relations**

- Maintain relationships with key media contacts
- Write and distribute regular press releases
- Schedule and coordinate press coverage as needed

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to lead a team and communicate with strategize with other departments
- Ability to set and oversee priorities and timelines
- In-depth graphic design and publishing experience
- Proficiency in Adobe Creative Suite (Portfolio will be requested upon interview)
- Proficiency in both photo and video content production and editing
- Excellent knowledge of current social media and trends in marketing
- Excellent written and oral communications skills and ability to effectively communicate the mission of the Pueblo Zoo
- Excellent organizational skills
- Knowledge of traditional media (print, signage)
- Computer skills including word processing, databases
- Experience in working in communication with the press and public
- Experience coordinating with print, promotional, and other vendors
- Excellent collaboration skills
- Must be flexible and able to occasionally work events during weekends and irregular hours.

#### **MINIMUM QUALIFICATIONS:**

Related 4-year degree (mass communication, marketing, communications, fundraising, public relations) preferred or equivalent experience. Minimum of two years design experience required; some non-profit and strategic marketing experience preferred. Customarily and regularly

exercises discretion and independent judgement during the course of the work day. Actively demonstrates leadership through actions, reactions, decisions, and professional demeanor. Practices solution-based problem solving and learns from mistakes. Works with the team to find solutions and asks for help when you need it. Team management experience preferred.

**PHYSICAL AND ENVIRONMENTAL:**

Must be able to sit for long periods of time working on a computer screen. Multitasking and interruptions are inevitable and should be understood and tolerated.