

POSITION: **MARKETING ASSISTANT (20hr/wk)**
LEVEL: **MA-5 \$16 ,175 - \$20,340**
DEPARTMENT: **BUTTONWOOD PARK ZOO**

FUNCTION: Responsible for assisting in the planning, development and implementation of all Zoo marketing strategies, marketing communications and public relations activities both external and internal. Assists in the development and implementation of support materials and services in the area of marketing, communications and public relations

SUPERVISION RECEIVED: Works under the supervision of the Director of Zoological Services.

SUPERVISION EXERCISED: Exercises supervision over any volunteers involved with marketing, communications and public relations activities.

RESPONSIBILITIES: Meets with Zoo senior staff and Zoological Society staff as needed to discuss Zoo marketing, communications and public relations activities.

Assists in the creation, implementation and measurement of the success of a marketing, communications and public relations program that will enhance the Zoo's image and position within the marketplace and general public, as well as facilitate internal and external communications.

Ensures articulation of Zoo's desired image and position, assures consistent communication of image and position throughout the Zoo, and assures communication of image and position to all constituencies, both internal and external.

Cultivates and coordinates media interest in the Zoo, and ensures regular contact with target media and appropriate response to media requests.

On occasion, may act as the Zoo's representative with the media.

Works with the Zoological Society staff to promote special events, exhibit openings, new animal arrivals and in general, generate positive press for the Zoo.

Works with the Mayor's Office to create promotional material and media opportunities for the Zoo and the City

Assists the Zoological Society in developing a robust social media program for the Zoo.

Attends select community events to help promote awareness of the Zoo and delivery of its messaging.

Create marketing material in the form of deliverables to be used in the Zoo's various programs and campaigns.

May perform additional duties as determined by the Director of Zoological Services.

The above covers the most significant responsibilities of this position. It does not, however, exclude other occasional duties, the inclusion of which would be in conformity with the level of this position.

MINIMUM QUALIFICATIONS: Professional and/or academic experience in the areas of marketing and public relations. Computer skills that include the ability to create marketing information on social media, graphic design and layout, photo and video editing, and basic IT troubleshooting.

Strong written and verbal communication skills consistent with the ability to create written information for print media and speak on camera for electronic media.

SPECIAL REQUIREMENTS: Possession of a valid Massachusetts driver's license with good driving record. Must have a Criminal Offender Record Information (CORI) check, mandatory by MGL Chapter 6 Sec. 172C.

PHYSICAL AND ENVIRONMENTAL STANDARDS: Duties may require periods of outside work, subject to all weather conditions and extremes; frequent sitting, walking, standing, climbing and some periods of regular periods of strenuous physical exertion, requiring the ability to lift, carry and position heavy objects utilizing proper body mechanics and techniques; operation of equipment that causes loud noise levels and high vibrations; requires the exercise of caution when operating equipment utilization of proper sanitary precautions.

SELECTION GUIDELINES: Formal application; rating of education and experience; oral interview and reference check; job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.