



## CHEYENNE MOUNTAIN ZOO

### Job Description

**Position Title:** Public Relations & Social Media Manager  
**Department:** Marketing  
**Reports to:** Marketing Director  
**Supervises:** None  
**FLSA Status:** Exempt, Professional

**POSITION SUMMARY:** This position is responsible for building attendance and image for Cheyenne Mountain Zoo by developing and administering comprehensive public relations campaigns. Manages all social media outreach for the Zoo. This includes Facebook, Twitter, Instagram and YouTube accounts, as well as other emerging social avenues. Prepares and executes crisis communications plan. Writes and produces major Zoo communications pieces, including a monthly newsletter, annual report and other pieces as needed. Acts as the “face and voice of the Zoo” in media interviews and promotional appearances. Replies to guest inquiries and complaints. Promotes special events and actively participates with the Marketing team to staff events, including set-up and tear-down. Promotes professional working relationships with both internal and external customers. Adheres to and supports all organizational policies, procedures and standards. Promotes teamwork!

#### **QUALIFICATIONS AND REQUIREMENTS:**

- Minimum 5 years of relevant public relations experience is required
- Demonstrated familiarity and ability to plan and execute social media campaigns
- Must submit to and pass a pre-employment drug/alcohol screening and criminal background check.
- Must have a valid driver’s license and be insurable as a Zoo driver.
- Ability to take the lead on assigned projects and adhere to deadlines
- Creative problem-solving skills
- Must have excellent written and verbal communication skills and demonstrate the ability to interact clearly and effectively with both internal and external customers.
- Must be able to provide proof that you can legally work in the United States.
- Skilled in establishing and maintaining effective working relationships with co-workers, vendors, Zoo staff, and the public.
- Must have a high attention to detail while multi-tasking.
- High energy for a fast-paced work environment
- Computer proficiency in Word, Excel, internet and email.
- Ability to research, draw conclusions, and summarize data for discussion and review
- Take ownership and pride in responsibilities
- Possess the ability to organize and prioritize while working with strict deadlines

#### **RESPONSIBILITIES AND DUTIES:**

##### **ORGANIZATIONAL EXPECTATIONS:**

- Ensure discretion with confidential information.
- Maintains courteous, helpful and professional behavior on the job. Will support the success of the entire team by promoting a collaborative work environment.
- Adheres to all CM Zoo policies and procedures, CM Zoo safety policies and



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- procedures and OSHA safety guidelines.
- Consistently contributes to problem solving and cooperates with identified resolutions.
  - Must demonstrate regular attendance and punctuality.
  - Brings issues and process improvement ideas to the attention of the Supervisor.
  - Maintains verbal and written skills required for the position.
  - Attends meetings and participates in committees as required.
  - Completes trainings as required.
  - Adheres to company dress code policy. Always "Zoo Crisp!"
  - Demonstrates appropriate level of time management in support of co-workers and the entire team.
  - Represent the Zoo in a professional manner

#### DEPARTMENTAL EXPECTATIONS:

- Plan and implement a comprehensive public relations program that ensures CMZoo remains top of mind locally, while building image regionally, nationally and within the industry and across all media platforms (print, broadcast, online).
- Draft and edit press releases and articles to high standard consistent with company messaging and editorial guidelines.
- Cultivate and maintain media contacts and relationships on a local, regional and national level.
- Review editorial schedules and manage process to ensure the Zoo appears in all key features.
- Function as Zoo spokesperson in all media-related matters.
- Maintain and execute a viable crisis communications plan.
- Maintain a daily presence on social media through promotional and informational postings.
- Respond to "fan"-initiated interaction and engagement on all social media channels.
- Create and establish social media promotions to drive attendance during low season.
- Ensure that special events are promoted effectively via our social media channels and other written media.
- Develop, plan and execute all press previews, grand opening ceremonies/events, etc.
- Communicate with Zoo personnel to remain abreast of events, cultivate on-going story ideas and provide support for all Zoo programs/departments.
- Inform Zoo personnel of public relations efforts and activities in a timely manner.
- Track public relations efforts and reach; provide analysis of effectiveness.
- Plan, edit and produce CMZoo publications including the monthly newsletter, annual report, letters and assorted collateral pieces.
- Administer photo and press clip library.
- Professionally plan and execute all media and promotional appearances, including on-camera interviews and animal handling.
- Will be required to drive personal and/or Zoo vehicle as well as transport some animal species for promotional appearances.
- Required to be trained in and carefully execute outreach animal handling procedures.



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- Required to be trained in and maintain a minimum of two Emergency Response Team positions.
- Flexible schedule (Occasional weekends and evenings required)
- Perform other duties as required.

#### **Event Duties & Responsibilities:**

- Promote attendance at Zoo events through all promotional channels.
- Support Events Manager and Marketing team in the planning, development and execution of all Zoo related events and promotions.
- Actively participate in set-up, tear-down and event staffing, as required.

#### **INDEPENDENT ACTION**

Must be a self-starter, take initiative, possess a high level of multi-tasking ability under high degree of pressure and be able to work with limited supervision.

#### **EXTERNAL AND INTERNAL RELATIONSHIPS**

Must be a cooperative and collaborative member of the team and able to handle interruptions and requests for information and assistance from employees with an attitude of good customer service.

#### **ACCURACY AND EFFECTIVE TIME MANAGEMENT**

The need for timeliness for other required activities creates pressure. The ability to prioritize tasks and use time effectively is essential.

#### **RESPONSIBILITY FOR CONFIDENTIAL INFORMATION**

This position handles highly sensitive information. Total confidentiality and discretion are mandatory regarding business information and other sensitive information.

#### **PHYSICAL DEMANDS AND WORKING CONDITIONS:**

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical Requirements - Requires full range of body motion, manual and finger dexterity, and eye-hand coordination; requires the ability to use department equipment, to communicate effectively; requires standing, walking on a steep terrain (Zoo), sitting (possibly for long periods of time) and performing repetitive tasks (including working on the computer) for up to the entire work day; requires the ability to lift/carry up to 50 pounds using appropriate body mechanics.
- Visual, Hearing and Communication Requirements - Requires corrected vision and hearing to within normal range, with or without reasonable accommodation. Must be able to communicate effectively in verbal and written form with all levels of personnel within and outside of the organization.
- Environmental Conditions – Working in a closed office environment. Work space may be shared. Working conditions may be noisy with fluctuating indoor and/or outdoor temperatures. May be exposed to a risk of bodily injury through contact



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with moving instrumentation, substances and other conditions common to an office environment. Subject to exposure to animals which may have the potential for physical aggression. May be exposed to a risk of bodily injury through contact with moving instrumentation, toxic substances, bodily fluids, animal attack, communicable diseases, outdoor weather conditions and other conditions common in a Zoo environment. Subject to unpleasant odors.

- Pressure Factor - Requires working under stressful conditions. Moderate pressure to meet scheduled and recurring deadlines.