

CHEYENNE MOUNTAIN ZOO
Job Description



Way Beyond
Watching

Position Title: Public Relations and Social Media Assistant Manager
Department: Marketing
Reports to: Public Relations and Social Media Manager
Department head: Marketing Director
Supervises: None
FLSA Status: Exempt

POSITION SUMMARY: Builds attendance and image for Cheyenne Mountain Zoo by developing and executing comprehensive social media campaigns, managing all social media content creation with oversight, and monitoring the Zoo's online presence and interactions. This includes Facebook, Twitter, Instagram, YouTube, Google Business, TripAdvisor and other appropriate emerging social/online avenues. Provides weekend Marketing Department coverage by working a five-day work week that includes Saturday. Serves as volunteer coordinator for special events throughout the year. Assists with promotion and execution of special events. Works closely with the Manager to prepare and execute crisis communications plan. Assists with writing and producing major Zoo communications pieces, including a monthly newsletter, annual report and other pieces as needed. Acts as a secondary spokesperson for media interviews and promotional appearances. Replies promptly and professionally to guest inquiries and complaints, as assigned. Promotes special events, and actively participates with the Marketing team to staff events, including set-up and tear-down. This position is non-supervisory in nature. Promotes professional working relationships with both internal and external customers. Adheres to and supports all organizational policies, procedures and standards. Promotes teamwork!

TO APPLY: Please submit your cover letter and resume (both are required for consideration) [via Indeed](#). No phone calls, please.

SALARY: \$52,000 per year; plus opportunities for end-of-summer and year-end bonuses totaling up to 11% (based on Zoo performance). This position is a fully benefited position including group medical, dental, vision, life, and disability insurance; paid holidays, vacation & sick time; retirement plan; a zoo membership; and discounts on concession and gift shop purchases.

QUALIFICATIONS AND REQUIREMENTS:

- Minimum 3 years of demonstrated professional social media experience is required.
- Experience with content creation is required (including original photography and videography).
- Experience with a high-profile, active online business or non-profit entity is preferred.
- Experience with Adobe Creative Suite is preferred, especially Adobe Premiere Pro and Adobe Photoshop.
- Confidence and ability to take the lead on assigned projects and adhere to deadlines.
- Creative problem-solving skills.
- Self-discipline and effective time management skills are vital to success in this role.
- Must have excellent written and verbal communication skills and demonstrate the ability to interact clearly and effectively with both internal and external customers.
- Skills 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.
- 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.
- 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.
- Must submit to and pass a pre-employment drug/alcohol screening, including screening for marijuana use.

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- Must submit to a pre-employment background check.
- Must have a valid driver's license and be insurable as a Zoo driver.
- Must be able to provide proof that you can legally work in the United States.

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 CMZoo policies and procedures, CMZoo safety policies and 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.
- Represents the Zoo in a professional manner.
- Required to be trained in and maintain a minimum of two Emergency Response Team positions.

DEPARTMENTAL EXPECTATIONS:

- Full-time work schedule will include Saturday coverage (various evenings or early mornings required for special event coverage)
- Work schedule will change to support event planning and execution.
- Flexibility during events to manage ongoing social media and PR duties, while assisting with planning and execution of special events throughout the year.
- May be required to drive personal and/or Zoo vehicle.
- Perform other duties as required.

Social Media Duties & Responsibilities

- Maintain a daily presence on social media through promotional and informational postings.
- Respond to "fan"-initiated interaction and engagement on all social media channels and review sites.
- Create and establish social media promotions to drive attendance during low season.
- Ensure that special events and programs are promoted effectively via our social media channels and other online media.

Event Duties & Responsibilities:

- Assist with on-site success during all major events throughout the year at CMZoo.
- Assist the Special Events Manager in the planning, development, promotion and execution of all Zoo marketing events, including serving as the volunteer coordinator for those events.
- Promote attendance at Zoo events through all social media and PR channels.
- Actively participate in set-up, tear-down and event staffing, as required.
- Work with the Marketing team to grow existing events such as *Boo at the Zoo* and *Electric Safari* by enhancing the guest experience and increasing event awareness.

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- Work with members of all departments to execute events and promotions unique to their department (camps, animal birthday parties, baby naming contests, conservation effort awareness, etc.).

Public Relations

- Work with the PR Manager to 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, as assigned.
- Must have excellent grammar, spelling and punctuation.
- Stay abreast of AP Style changes and communicate them to the team.
- Manage social media content calendar with daily content, including supportive event and campaign posts.
- Accountable for researching, developing, and seeking approval for all daily social media content.
- Function as a secondary Zoo spokesperson, when needed.
- Assist with fielding media inquiries and chaperoning on-site media requests, as assigned.
- Assist with maintaining and executing a viable crisis communications plan.
- Assist with developing, planning and executing 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.
- Assist with planning, editing and producing CMZoo publications, including the monthly newsletter, annual report, letters and assorted collateral pieces.
- Assist with administration of photo and press clip library.
- When needed, professionally plan and execute media and promotional appearances, including on-camera interviews and animal handling.