

**CHEYENNE MOUNTAIN ZOO**  
**Job Description**



Way Beyond  
Watching

**Position Title:** Visual Media Coordinator  
**Department:** Marketing  
**Reports to:** Public Relations and Social Media Manager  
**Department head:** Marketing Director  
**Supervises:** None  
**FLSA Status:** Non-Exempt

**POSITION SUMMARY:** Builds attendance and image for Cheyenne Mountain Zoo by capturing and editing original photos and videos for use in social media content creation. Must have an insatiable curiosity about our animals and a desire to share them with our social media followers, newsletter subscribers, members and other audiences. Must have an excellent eye for photo/video composition and experience in producing finished content. Video editing experience using Premiere Pro is required. Provide assistance to the Zoo's Graphic Designer by using existing templates for brand development, visual presentations, logos, signage, promotional materials, and print collateral for a wide range of mediums. Assist with project management to include printing, mounting, fabrication and installation of signage as needed. Assists with promotion and execution of special events. 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, resume and a link to your portfolio (all three are required for consideration) [via Indeed](#). Your online portfolio or dedicated social media account must show examples of professional work including video filming and editing, photography and graphic design. This portfolio should also include any examples of other creative experience you'd like to highlight – including, but not limited to, illustration, animation, user experience, social media content creation or content writing, or web design. No phone calls or emails, please.

**SALARY:** \$45,000 per year; full time/40 hours per week. Opportunities for prorated 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 2 years each of professional photography, videography, video editing and production and graphic design is required.
- Mid-level experience with Premiere Pro, Adobe Photoshop and InDesign is required. Experience in Illustrator and other Adobe Creative Cloud programs is preferred.
- Proficiency on a Windows-based PC platform is required.
- Experience with writing copy for social media is preferred.
- Experience with email marketing and layout is preferred (e.g. Mailchimp, Constant Contact, HubSpot, etc.).
- Experience with website maintenance is a plus.
- 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.
- Skills in establishing and maintaining effective working relationships with co-workers, vendors, Zoo staff, and the public.
- High energy for a fast-paced work environment.
- 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.
- Computer proficiency in Word, Excel, internet and email.
- Take ownership and pride in responsibilities.
- Possess the ability to organize and prioritize while working with strict deadlines.

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- Must submit to and pass a pre-employment drug/alcohol screening, which includes screening for marijuana use.
- 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.

##### **DEPARTMENTAL EXPECTATIONS:**

- Normal full-time work schedule will be Sunday through Thursday, 8 a.m. to 5 p.m. All work is completed at the Zoo; remote work is not allowed.
- Work schedule will change to support event planning and execution. Various evenings required for special event coverage.
- Assist with responding to "fan"-initiated interaction and engagement on all social media channels and review sites, as assigned.
- May assist with website maintenance as a back-up to the webmaster.
- Upholds CMZoo's visual brand through all communication channels.
- Contribute to creative brainstorming sessions to build communications and campaigns that support the Zoo's mission and programs.
- May be required to drive personal and/or Zoo vehicle.
- Perform other duties as required.

##### **Photography & Videography Duties & Responsibilities**

- Create a sufficient volume of photography and videography to supply Social Media team with content for at least two posts per day, seven days a week, year-round.
- Perform any image correction needed to meet the high standards of CMZoo photography. The Zoo prefers natural-looking photography that is not heavily altered.
- Edit video packages together within brand standards to produce finished video stories for social media and other distribution avenues.
- Act as the administrator for the Zoo's digital photo and video library. Adhere to established file naming conventions and file folder organization.

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**Graphic Design & Project Management Duties & Responsibilities:**

- Assist the Graphic Designer as directed to complete simple design projects. Use established templates to maintain brand standards.
- Assist the Graphic Designer with signage installations, audits, sign mounting and various other projects as assigned.
- Consult with Graphic Designer to ensure CMZoo's visual brand is maintained through all communication channels.