

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



Way Beyond  
Watching

**Position Title:** Special Events Manager  
**Department:** Marketing  
**Reports to:** Marketing Director  
**Supervises:** None  
**FLSA Status:** Exempt  
**Hours:** Full time, 40 hours per week. Normal full-time work schedule will be Monday through Friday, 8 a.m. to 5 p.m. Schedule will shift for evening/weekend events and specific projects. All work is completed at the Zoo; remote work is not allowed.

**POSITION SUMMARY:** This position is responsible for the planning, execution and evaluation of established large-scale events, as well as creating and facilitating new events during the low season. Manages Zoo promotions to build attendance. Works closely with the Graphic Designer, Public Relations and Social Media team and Marketing Director. Promotes professional working relationships with both internal and external customers. Adheres to and supports all organizational policies and procedures and standards.

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

**COMPENSATION:** \$53,580/year. 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:**

- Mid-level special event experience (minimum of 3-5 years) is required
- Demonstrated familiarity and ability to plan and execute large-scale special events (1,000 attendees or more)
- Experience with online ticketing/POS systems preferred.
- Must submit to and pass a pre-employment drug/alcohol screening and criminal background check.
- 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 prioritizing effectively.
- High energy for a fast-paced work environment
- Computer Proficiency in Word, Excel, internet and email required. Experience with data management systems (Altru/Blackbaud or similar) is preferred.
- 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.

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- Adheres to all CM Zoo Policies and Procedures, CM Zoo 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.
- Represent the Zoo in a professional manner.

#### **Departmental Expectations:**

- Takes lead role in the planning, development, promotion, execution and evaluation of all Zoo marketing events. Manages budgets, timelines, vendors, volunteers and event logistics. There are an average of 7-9 large-scale events per year orchestrated by Marketing Department. Each of these events occurs between one and ~25 times per year.
- Assists in servicing event sponsors, ensuring they receive all promised exposure and value.
- Works to grow existing events by enhancing the guest experience, increasing event attendance and minimizing event costs.
- Oversees event volunteer recruitment and management, which is executed by the Assistant Manager of PR and Social Media.
- Works with members of all departments to execute events and promotions unique to their department (animal birthday parties, baby naming contests, conservation effort awareness, etc.).
- Creates and establishes new off-season promotions to drive attendance during low season.
- Works with the Zoo webmaster to ensure that special events and promotions are correctly posted and publicized on our website. Also responsible for keeping the events calendar up to date, both on the website and on the Zoo's internal calendar.
- Ensures that events are properly documented with logistical and promotional photos/videos.
- Responsible for online ticketing options and for tracking attendance results and trends.
- Assists with public relations duties such as media/VIP tours, press functions, etc. as necessary.
- Performs all other duties as assigned.