



FRIENDS OF THE TOPEKA ZOO
Marketing and Communications Specialist Job Description

EOE Statement

Friends of the Topeka Zoo is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, genetics, disability status, protected veteran status or any other characteristic protected by law.

POSITION REPORTS TO	FOTZ Executive Director
EXEMPT / NON-EXEMPT	Non-Exempt
FULL-TIME / PART-TIME	Full-Time
HOURS	8:00 – 5:00, however, hours may vary at times Some evenings and weekends especially during event season will be required.
ABOUT FRIENDS OF THE ZOO	Established in 1964, Friends of the Topeka Zoo is a non-profit corporation organized under the laws of the State of Kansas to carry out charitable, educational, and literary work in the community for development and improvement of the Topeka Zoo and Conservation Center. FOTZ is a membership based organization. With over 5,000 membership households, we are one of the largest membership based organizations in Northeast Kansas. Funds raised through membership dues as well as corporate sponsorship, grants, and special fundraising events are used to improve and develop the Topeka Zoo with core focus on education, promotion, conservation, exhibit enhancement, and capital projects.
DESCRIPTION SUMMARY	Serves a key role in the marketing and communications efforts of FOTZ and the Topeka Zoo through promotions, design, and communications for the Zoo’s mission, fundraising events, and more. Actively seeks ways to promote key programs that fulfill the Zoo’s mission and seeks to market FOTZ to current and potential members and donors.



<p>ESSENTIAL DUTIES / RESPONSIBILITIES</p>	<p>In coordination with the FOTZ Executive Director and other staff:</p> <p><i>Design and Layout</i></p> <p>Following the Topeka Zoo’s current branding requirements:</p> <ul style="list-style-type: none"> • Design all zoo graphics to include animal exhibit signs, guest service signage, educational messaging, etc. • Develop and design brochures for marketing of FOTZ and zoo programs including camp brochures, birthday party brochures, brick brochures, adoption program, membership, etc. • Develop and design event promotional materials including sponsorship proposals, save the date cards, invitations, posters, programs, signs, and banners for all events including Zoobilee, Brew at the Zoo, Camp Out with Dad, Boo at the Zoo, etc. • Design graphics for the website and other communications avenues. • Create annual pieces including Business Partnership booklet for annual sponsorships, Annual Appeal Campaign materials, and Capital Campaign needs to assist in fundraising efforts. • Update the Zoo Map as needed • Create annual Zoo Calendar that is distributed to all members and sponsors. • Layout/design quarterly zooreka magazine that is distributed to over 5,000 membership households. • Create monthly marketing poster that is distributed around zoo grounds. • Coordinate printing of all materials and obtain printing quotes for projects as needed <p><i>Marketing/Communications</i></p> <ul style="list-style-type: none"> • Write content for publications, press releases and event promotional materials. • Write content, coordinate and publish a monthly e-newsletter. • Write content for quarterly Zooreka Magazine. • Create and send out e-mails to FOTZ members and the general public keeping them informed about events happening at the zoo
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<p>ESSENTIAL DUTIES / RESPONSIBILITIES (continued)</p>	<ul style="list-style-type: none"> • Update and develop content for the Topeka Zoo/FOTZ website • Work closely with other staff on material concepts, print schedule, and costs <p><i>Social Media</i></p> <ul style="list-style-type: none"> • Create content and posts on social media for both Zoo and FOTZ page and reply back in a timely manner. • Create events on social media for both Zoo and FOTZ page. • Regularly engage with the public via social media • Promote the Zoo and FOTZ via social media • Promote FOTZ fundraising events to help meet fundraising goals • Develop an annual marketing plan and work with key staff providing regular updates. • Help with event registrations and on-site event needs as appropriate • Help coordinate sponsorship agreements to make sure sponsors are getting all their benefits • Design and update event websites as needed • Help setup event registrations in the online e-commerce system <p><i>Media/Public Relations</i></p> <ul style="list-style-type: none"> • Work with local and regional media outlets to help promote the zoo and FOTZ. • Identify in-kind advertising opportunities that will help promote the Topeka Zoo and FOTZ. • Prepare and present proposals to the media outlets for in-kind advertising. • When funds are available, buy advertising. • Coordinate Press Conferences as needed and prepare all materials for Press Kits. • Represent the Topeka Zoo at various promotional expos, trade shows, etc by setting up booth.
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<p>QUALIFICATIONS</p>	<p>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.</p> <ul style="list-style-type: none"> • Experience in layout and design of various types of projects including event materials, brochures, newsletters, fliers, signs and more. • Ability to handle multiple projects simultaneously with attention to detail and accuracy while adhering to deadlines in a fast-paced environment. • Experience demonstrating excellent written, verbal, and interpersonal communication skills. • High degree of comfort working with technology. • Proven history of effectively functioning in a team setting. • Ability to work a flexible schedule that may include evenings, weekends and/or holidays as needed. • Commitment to the mission and values of the Topeka Zoo and Conservation Center.
<p>EDUCATION / EXPERIENCE</p>	<p>Bachelor’s Degree (B.A. or B.S.) from an accredited four-year college or university preferred.</p> <p>Experience developing a marketing plan preferred.</p>
<p>CERTIFICATES AND LICENSES</p>	<p>Valid US driver’s license is required</p>
<p>COMPUTER SKILLS</p>	<p>Must be proficient in Adobe Creative Suite programs like InDesign, Photoshop, and Illustrator for layout and design.</p> <p>Ability to use Microsoft Office applications including Word, Excel and Outlook.</p> <p>Experience using an e-mail program (like Constant Contact) to send out e-mail communications.</p> <p>Experience updating websites using a content management system (like WordPress) preferred.</p> <p>Proficient in posting to social media accounts like facebook and twitter.</p>



<p>PHYSICAL DEMANDS</p>	<p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.</p> <p>While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, or sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.</p> <p>The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.</p>
<p>WORK ENVIRONMENT</p>	<p>The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is frequently exposed to variable weather conditions. The noise level in the work environment is usually moderate.</p>