



## FRIENDS OF THE TOPEKA ZOO

### Marketing / Graphic Design 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.

<b>POSITION REPORTS TO</b>	FOTZ Executive Director
<b>EXEMPT / NON-EXEMPT</b>	Exempt
<b>FULL-TIME / PART-TIME</b>	Full-Time
<b>HOURS</b>	8:00 – 5:00, however, hours may vary at times Some evenings and weekends especially during event season will be required.
<b>ABOUT FRIENDS OF THE ZOO</b>	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.
<b>DESCRIPTION SUMMARY</b>	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/Zoo to current and potential members and donors.



<p><b>ESSENTIAL DUTIES / RESPONSIBILITIES</b></p>	<p>In coordination with the FOTZ Executive Director and other staff:</p> <p><b><i>Design and Layout</i></b>  Following the Topeka Zoo's current branding requirements:</p> <ul style="list-style-type: none"> <li>• Design all zoo graphics to include website, animal exhibit signs, guest service signage, educational messaging, zoo maps, etc.</li> <li>• Develop and design materials for marketing of FOTZ and zoo programs including brochures, zoo calendar, newsletters, posters, etc.</li> <li>• Develop and design event promotional materials including sponsorship proposals, save the date cards, invitations, posters, programs, signs, and banners for all events.</li> <li>• Create annual fundraising pieces including annual sponsorships, annual appeal campaign materials, and Capital Campaign needs to assist in fundraising efforts.</li> <li>• Coordinate printing of all materials and obtain printing quotes for projects as needed</li> <li>• Design and update event websites as needed</li> </ul> <p><b><i>Marketing/Communications</i></b></p> <ul style="list-style-type: none"> <li>• Develop an annual marketing plan and work with key staff providing regular updates.</li> <li>• Write content for all publications, press releases and event promotional materials.</li> <li>• Create and send out e-mails to FOTZ members and the general public keeping them informed about events happening at the zoo</li> <li>• Update and develop content for the Topeka Zoo/FOTZ website</li> <li>• Help coordinate sponsorship agreements to make sure sponsors are getting all their benefits</li> <li>• Promote FOTZ fundraising events to help meet fundraising goals</li> </ul> <p><b><i>Social Media</i></b></p> <ul style="list-style-type: none"> <li>• Regularly promote the Zoo and FOTZ via social media</li> <li>• Create content and posts on social media for both Zoo and FOTZ page and respond to inquiries in a timely manner.</li> <li>• Create events on social media for both Zoo and FOTZ page.</li> </ul>
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<b>ESSENTIAL DUTIES / RESPONSIBILITIES (continued)</b>	<b><i>Media/Public Relations</i></b> <ul style="list-style-type: none"> <li>• Work with local and regional media outlets to help promote the zoo and FOTZ.</li> <li>• Identify in-kind advertising opportunities that will help promote the Topeka Zoo and FOTZ.</li> <li>• Prepare and present proposals to the media outlets for in-kind advertising.</li> <li>• When funds are available, buy advertising.</li> <li>• Coordinate Press Conferences as needed and prepare all materials for Press Kits.</li> <li>• Represent the Topeka Zoo at various promotional expos, trade shows, etc by setting up booth.</li> </ul>
<b>QUALIFICATIONS</b>	<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"> <li>• Demonstrated ability to design and produce graphically cutting edge marketing materials including brochures, newsletters, proposals, and more.</li> <li>• Ability to handle multiple projects simultaneously with attention to detail and accuracy while adhering to deadlines in a fast-paced environment.</li> <li>• Experience demonstrating excellent written, verbal, and interpersonal communication skills.</li> <li>• Proficient in MS Office Suite and graphic design software applications.</li> <li>• Strong attention to detail and accuracy.</li> <li>• Proven history of effectively functioning in a team setting.</li> <li>• Ability to work a flexible schedule that may include evenings, weekends and/or holidays as needed.</li> <li>• Commitment to the mission and values of the Topeka Zoo and Conservation Center.</li> </ul>
<b>EDUCATION / EXPERIENCE</b>	<p>Bachelor's Degree (B.A. or B.S.) from an accredited four-year college or university preferred in Graphic Design, Marketing, or related field.</p> <p>Minimum 2 years job-related experience.</p> <p>Experience developing a marketing plan preferred.</p>



<b>CERTIFICATES AND LICENSES</b>	Valid US driver's license is required
<b>COMPUTER SKILLS</b>	<p>Must be proficient in Adobe Creative Suite programs like InDesign, Photoshop, and Illustrator for layout and design.</p> <p>Must be proficient in MS Office Suite.</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>
<b>PHYSICAL DEMANDS</b>	<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>
<b>WORK ENVIRONMENT</b>	<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>