

Job Classification: Exempt, Full-Time

Work Schedule: Monday-Friday

Reporting Relationship: Friends of Topeka Zoo ("FOTZ") Executive Director

Primary Accountabilities:

The Marketing Manager is responsible for developing, directing, and maintaining the implementation and execution of various marketing campaigns. The Marketing Manager must be a good business and team leader, as well as being the liaison for various media organization and advertising agencies.

Major Duties:

- Oversees development, implementation, and evaluation of a comprehensive marketing plan.
- Develops campaigns to highlight Topeka Zoo programming and initiatives, such as new exhibits, special events, camps, and conservation initiatives, and more.
- Establishes timelines and data tracking of marketing initiatives.
- Facilitates external communication.
- Supervises Marketing & Graphic Design Specialist.
- Supervises Marketing Internship Program.
- Primary contact and coordinator between media partners.
- Coordinates internally to obtain content necessary for marketing materials.
- Oversees and evaluates marketing spending.
- Assists with quality control of written and print materials.
- Assists social media team.
- Develops initiatives to growing Topeka Zoo marketing and reach.

Required Qualifications:

- Bachelor's Degree or relevant experience.
- Three (3) to five (5) years of related professional experience is required.
- Ability to pass pre-employment screening, including criminal background check.
- Proficient computer skills, including the Adobe Creative Suite and Microsoft Office. Ability to operate a variety of office equipment.
- Must possess creative, innovative, and strategic-thinking abilities.
- Experience building complex marketing programs and reporting on the results.
- Exposure to digital and direct response marketing.
- Competence as a creative writer.
- Must possess strong project management skills.
- Ability to effectively present information in one-on-one and small group situations to customers, clients, donor prospects, and other employees of the organization.
- Strong organizational skills and the ability to coordinate multiple projects.
- Ability to adapt to a fast-paced working environment.
- Ability to display friendliness and enthusiasm with a positive and professional attitude.
- Ability to collaborate in a teamwork environment.

- Must demonstrate poise, tact and diplomacy with the ability to handle sensitive and confidential information and situations.
- Commitment to the mission of the Topeka Zoo and its Core Values.

Physical Demands:

- Ability to frequently reach with hands and arms.
- Ability to sit for extended periods of time.
- Ability to read computer screens, e-mail and mail, talk on the phone.
- Ability to work some evenings and weekends and attend events required.
- Ability to move up to twenty-five (25) pounds.

Work Environment:

- Professional and deadline-oriented environment in an office setting.
- Partial outdoor work required.
- Although most work is performed within scheduled hours, some irregular hours on evenings, weekends, and holidays may be necessary.

Additional Duties:

Additional duties and responsibilities may be added to this job description at any time. The job description does not state or imply that these are the only activities to be performed by the employee(s) holding this position. Employees are required to follow any other job-related instructions and to perform any other job-related responsibilities as requested by their supervisor.