



## Marketing & Graphic Design Specialist *Job Description*

**Job Classification:** Non-exempt, Full-Time or Part-Time

**Work Schedule:** Monday-Friday

**Reporting Relationship:** Marketing Manager

### **Primary Accountabilities:**

The Marketing and Graphic Design Specialist is responsible for providing assistance to the Communications Department with the production and marketing of communications materials. This person will assist the Marketing Manager with writing, layout, and design for the Friends of the Topeka Zoo ("FOTZ") and brand management for the Topeka Zoo ("Zoo").

### **Major Duties:**

- Provides desktop publishing, graphic creation, and assistance, as needed.
- Creates and coordinates marketing materials.
- Works with the Communications department, FOTZ and the Zoo teams to originate story ideas for the media.
- Manages and coordinates the internship program.
- Writes original articles, performs photo editing and copy-editing functions.
- Takes photographs, edits, and distributes for print and social media.
- Provides photo assistance for FOTZ and the Zoo events and member cooperatives as requested.
- Maintains, monitors, and updates the FOTZ's social media presence.
- Creates social media calendar.
- Creates customized artwork for Zoo programs, presentations, and other projects.
- Ensures projects are completed with high quality and on schedule.
- Maintains inventory and archive of previously designed and executed FOTZ campaigns.
- Creates and maintains positive working relations with various creative vendors, printers, and agencies.
- Attends all FOTZ daytime, evening and weekend special and private and corporate events, as required.
- Assists with meetings and other functions, as requested.
- Assists with quality control of written and print materials.
- Performs additional duties as assigned.

### **Required Qualifications:**

- Bachelor's Degree in Graphic Design, Communications, Marketing, Journalism, or relevant experience.
- One (1) to three (3) 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.
- 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.
- Ability to 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:**

- Regularly exposed to outdoor weather conditions.
- 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.