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| **Team Member:** |  | **Supervisor:** | Director of Admin. & Creative |
| **FLSA (Exempt/Non-Exempt):** | Non-exempt | **Position (full or part-time):** | Full-time |
| **Hours:** | As Negotiated | **Supervises:** | N.A. |
| **Last Updated (date & by):** | March 2023, J. Bednar | **Professional certifications/ Licenses required:** |  |

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| **Mission:** | To enrich our community through wildlife conservation and education. |
| **Vision:** | We believe what we do changes the world. Every choice we make helps save the planet. |
| **DEAI Statement:** | *Ensure everyone feels welcome and valued by striving to create an environment that is as diverse as the wild spaces we are trying to protect.* |
| *Core Values:* | CAST  Must be embraced in decisions made, work culture and behavior, and influencing others. |
| ***Create*** | We have a culture that welcomes all. We build equitable experiences and relationships with our guests and team. We are innovative with education, wellness, and conservation. We cultivate memories, experience, and empathy. |
| ***Adapt*** | We listen and include others. We are flexible to accept change and changing priorities. We accept responsibility and we work well with others even in difficult circumstances. |
| ***Steward*** | We care for tomorrow today. We set good examples. We are honest in our communications and lead others well. We value diversity. We keep our promises. We provide education to our team and guests while we continue to educate ourselves. We protect our animals, our guests, and our team. |
| ***Transparent*** | We share information timely and accurately. We are trusted with confidential information. We have high ethical standards. We are authentic. We believe that transparency is the foundation for building trusting relationships. We value diversity, equity, accessibility, and inclusion. |

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| **Schedule:** | As negotiated |
| 60% | Production of marketing deliverables. |
| 20% | Content development & asset collection. |
| 10% | Communication and collaboration with other departments. |
| 10% | Other or General Duties |

**Position Mission:**

This position supports the organization by promoting the mission and programs of the Topeka Zoo & Conservation Center. This includes the development of marketing materials, such as physical and print signage, brochures, and advertisements, and engaging with external communications via social media, newsletters, and other media. You bring significant value because of the care and support you provide to the community and Zoo environment by maintaining the brand and voice of the Zoo. You contribute to the bottom line by promoting campaigns and Zoo services. As the Graphic Design & Marketing Specialist, you are integral in sharing the story of the Topeka Zoo with the general public.

**Essential Functions:**

**Core**

* Provides desktop publishing, graphic creation, and assistance, as needed.
* Creates and coordinates marketing materials.
* Works with the marketing department to originate story ideas.
* Writes original articles, performs photo editing and copy-editing functions.
* Takes photographs, edits, and distributes for print and social media.
* Maintains, monitors, and updates the FOTZ’s social media presence.
* 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 Zoo campaigns.
* Creates and maintains positive working relations with various creative vendors, printers, and agencies.
* Assists with quality control of written and print materials.

**General Responsibilities:**

* Maintain a professional, courteous, and tactful demeanor with all guests and co-workers.
* Lead TEAM members making choices today, in line with the Topeka Zoo and Conservation Mission.
* Support FOTZ’s strong relationship culture through ongoing contact (internal, external, vendor, BOD, and stakeholders)
* Provide superior service by resolving problems efficiently and responding timely.
* Identify and implement solutions to problems in general and urgent matters.
* Actively seek to add and enhance knowledge regarding developments and current trends in the industry that will serve the Zoo’s needs.
* Professionalism while representing FOTZ (onsite, professional, and community events and via communications)
* Participate and attend meetings as requested.
* Timely responses to inquiries for information to customers, staff, and vendors
* Answer telephone calls and provide a prompt response.
* Comply with federal, state, and local laws and regulations.
  + Follow FOTZ policies and procedures.
* Other duties as assigned.

**Performance Measurements & Primary Accountability:**

* Accurate and timely processing of work
* Collaborative relationships are developed and maintained with guests and staff (internal and external)
  + Team player that accomplishes work tasks in collaboration with others
  + Ability to change while accepting and supporting management decisions.
* Achievement of objectives as outlined by leadership.
* Arrive and depart from work timely per schedule.

**Qualifications: (Knowledge, Skill, and Ability)**

* Bachelor’s degree in Graphic Design, Communications, Marketing, Journalism, or relevant experience.
* Possession of a valid driver’s license.
* One (1) to three (3) years of related professional experience is required.
* Has ability to prioritize workload effectively.
* 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.
* Ability to engage with and communicate with people effectively.
* Good listening skills
* Strong organizational skills
* Positive and professional attitude.
* Friendly, enthusiastic
* Punctual
* Flexible
* Strong analytical skills
* Ability to multi-task in a fast-paced environment with multiple interruptions
* Exceptionally detailed and organized.
* Ability to problem solve rationally using common sense.
* Effective communicator (verbal, written, and body language)
* Excellent customer service skills
* Ability to respond to emergency situations.

**Physical Demands:**

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

* Ability to routinely lift, carry, or move fifty (25) pounds.
* Ability to stand and sit for periods of time and to move intermittently throughout the workday.
* Ability to regularly walk assigned area several times per day
* Ability to frequently reach with hands and arms. Along with the ability, be able to bend, lift, pull, twist, push, squat, and drag. Have good “hand/ eye” coordination, lift a decent amount of weight.
* Ability to document pertinent information. Proficient in the use of computer, Word, and Excel software. Ability to communicate effectively.
* Ability to work both indoors and outdoors
* Have good time management while showing productivity.
* Ability to multitask, work in a fast-paced environment, engage appropriately with the public, and work independently and as part of a team is expected.
* Follows all applicable standards and policies set forth by the TZCC, AZA, and USDA.
* Regular attendance and punctuality are essential functions of the position.
* Ability to exercise care to avoid accidents.

**Work Environment:**

* Interaction with staff and customers, including demanding or difficult customers and/or situations.
* Although most work performed is within scheduled hours, some irregular hours on evenings, weekends, and holidays may be necessary. Willingness to work flexible schedules when necessary, including weekends, holidays, and nights.
* Knowledge of the dangers & precautions taken in handling & working around dangerous animals.
* Operate gas powered golf carts.
* Able to adapt to constant change, pressure, and stressful situations around animals and guests.
* Able to stay calm, respond quickly when emergencies occur.

This job description does not state nor implies that these are the only activities to be performed by the team member holding this position. Staff is required to follow other job-related instructions and to perform other job-related responsibilities as requested by management.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risk to the team member or others or which impose undue hardships on The Practice. An individual seeking an accommodation should contact Human Resources immediately.

**I can perform this job without accommodation.**

**I need an accommodation to perform this job.**

Job descriptions are not intended to and do not create employment contracts. Team members can be terminated at any time, for any reason not prohibited by law.

**FOTZ is an at-will employer.**

Team Member signature:       Date submitted:

***By checking this box, I verify the above is my electronic signature.***