

Job Description: Marketing Director

Location: Topeka Zoo & Conservation Center

Position Type: Full-Time

Reports To: CEO

Overview:

The Topeka Zoo & Conservation Center is seeking an innovative and dynamic Marketing Director to lead our marketing and communication efforts. This role is pivotal in enhancing our brand and customer service, increasing ticket sales, and engaging with our community through various marketing initiatives. The ideal candidate will have a passion for people, wildlife conservation, and community service, and the ability to develop strategic marketing plans that drive earned revenue and elevate our Zoo's visibility.

The Marketing Director leads the teams responsible for print and digital marketing materials, social media and web design, special events and the venue at the Kay McFarland Japanese Garden, seasonal exhibits including Zoo Lights, and guest engagement and customer service.

Supervises:

- Special Events Manager
- Seasonal Exhibits Manager
- Media Manager
- Guest Engagement Manager
- Venue Manager

Key Responsibilities:

1. Marketing Strategy Development:

- Create and implement comprehensive marketing strategies to promote the Zoo and its programs, ensuring alignment with the organization's mission and goals.
- Conduct market research to identify trends, audience preferences, and opportunities for growth.

2. Branding and Communications:

- Oversee the development and maintenance of the Zoo's brand identity, ensuring consistency across all platforms.
- Manage public relations efforts, including press releases, media outreach, and relationship building with local and regional media outlets.

3. Digital and Social Media Management:

- Collaborate with the Media Manager to develop and implement digital marketing initiatives, including website content management, social media campaigns, and email marketing.
- Utilize analytics to monitor and improve online engagement and effectiveness of campaigns.

4. Revenue Generation:

- Develop and execute marketing plans with team to drive general admissions, group ticket sales, attendance at special events, and bookings at the venue.
- Collaborate with the Development Director to promote corporate sponsorship and membership programs.
- Research, identify, and produce profitable seasonal exhibits as needed that are aligned with our mission.
- Collaborate with the Seasonal Exhibits Manager on the development and implementation of the annual Zoo Lights event.

5. Guest Engagement:

- Enhance the visitor experience through strategic marketing efforts that promote guest engagement and retention.
- Implement feedback mechanisms to assess visitor satisfaction and identify areas for improvement.
- Collaborate with the Guest Engagement Manager to elevate customer service to drive repeat visitation.
- Collaborate with the Guest Engagement Manager to promote and market retail merchandise and an exceptional menu and dining experience for guests.

6. Budget Management:

- Collaborate with associated managers to create and manage budgets, ensuring effective allocation of resources to maximize return on investment.
- Monitor expenditures and provide regular reports on marketing performance and outcomes.

7. Team Leadership:

- Lead and mentor associated managers and staff, providing guidance, training, and support to ensure high performance and professional development, and attainment of revenue goals.
- Foster a collaborative work environment that encourages creativity and innovation.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- Minimum of seven years of experience in marketing, with at least five years in a leadership role, preferably in the nonprofit or tourism sectors.
- Strong understanding of branding, digital marketing, and audience engagement strategies.
- Proven track record in generating revenue through ticket sales, events, and programs.
- Excellent communication, organizational, and project management skills.
- Passion for the mission of the Topeka Zoo.

Licenses:

A valid Kansas State Driver's License is required.

Compensation:

The salary range for this position is \$90,000-\$100,000, depending on experience and qualifications. The Topeka Zoo & Conservation Center provides a full range of benefits, including medical, dental, and vision insurance, paid time off (PTO), and a 401k retirement plan.

Equal Opportunity Employment Statement:

The Topeka Zoo & Conservation Center is an equal opportunity employer dedicated to a policy of non-discrimination in application and employment for any reason, including race, color, religion, sex, sexual orientation, gender identity/expression, national origin, age, disability, or medical status including genetic information, and/or veteran's status.

How to Apply:

Interested candidates should submit a resume and cover letter to Gwen Tomas at gtomas@topekazoo.org.

Join us in our mission to connect our community with wildlife and inspire conservation efforts through engaging experiences at the Topeka Zoo & Conservation Center!