

Team Member:		Supervisor:	Marketing Director
FLSA (Exempt/Non-Exempt):	Exempt	Position (full or part-time):	
Hours:	As per business needs	Supervises:	Guides the staff during events
Last Updated (date & by):	2025_FM	Professional certifications/ Licenses required:	

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:	<i>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.</i>
Core Values:	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.

Schedule:	As a full-time role, this position requires the necessary working hours to carry out tasks and execute events successfully.
70%	Logistics and coordination for special events throughout the year
20%	Small impromptu project, parties rentals
10%	Other or General Duties

Position Mission: The Special Events Coordinator plays a key role in delivering high-quality, unique events that promote the zoo’s mission and engage the community. You will guide and support the execution of a variety of fundraising and special events, ensuring each one is memorable, safe, and profitable. With a focus on meeting revenue goals and creating sell-out events, you will work creatively and collaboratively to elevate guest experiences while supporting the zoo's financial and conservation objectives. Your ability to oversee event logistics, support vendor relationships, and coordinate with the zoo team will directly contribute to the zoo’s success.

Essential Functions: As the Special Events Coordinator, you will lead the planning, coordination, and execution of large-scale community events, ensuring smooth operations and high levels of guest satisfaction. You will

collaborate closely with internal teams, external vendors, and sponsors to ensure all events are profitable, engaging, and reflective of the zoo's mission. Your role will involve creativity, budget management, and maintaining a focus on both revenue and guest experience.

Core

Event Planning and Execution:

- Develop and guide comprehensive event plans, including detailed timelines, budgets, and resource allocation.
- Oversee and coordinate logistics for various events, ensuring a smooth and efficient operation from start to finish. This includes large-scale fundraisers, community celebrations, and signature events like Zoo Lights.
- Collaborate with internal teams and departments to ensure seamless integration of event activities, such as staffing, security, and guest services, making sure all elements come together effectively.
- Ensure events reflect the zoo's values, maintaining a fun, engaging, and safe atmosphere for guests.

Revenue Generation and Budget Management:

- Support the planning, execution, and promotion of fundraising events, ensuring that revenue goals are met or exceeded while enhancing community engagement.
- Oversee event budgets, tracking all expenses and ensuring financial objectives are achieved without compromising the quality of the experience.
- Cultivate and secure sponsorships and partnerships that align with event goals, fostering long-term relationships that contribute to event success and revenue growth.
- Work with the marketing team to promote events and maximize attendance, ensuring high ticket sales, including sell-out events.

Team Leadership and Communication:

- Guide and support a team of staff and volunteers, delegating tasks effectively, providing training, and ensuring adequate oversight to guarantee event success.
- Act as the main point of contact for event-related inquiries and communications with clients, sponsors, vendors, and internal teams before, during, and after events.
- Ensure open communication with all stakeholders and align efforts across departments to ensure event goals are met and expectations are exceeded.

Vendor and Sponsor Relations:

- Cultivate and manage strong relationships with external vendors and sponsors to support event success, ensuring their needs are met and they contribute effectively to event outcomes.
- Support contract negotiations with vendors (e.g., catering, entertainment, rentals) to ensure the best value for the zoo and event attendees.
- Collaborate with sponsors to ensure their visibility and engagement in event programming, ensuring mutually beneficial relationships.

Creative Planning and Innovation:

- Use creativity and innovation to design and plan engaging, unique events that resonate with the community and align with the zoo's mission.
- Continuously develop new event concepts and strategies to keep offerings fresh, exciting, and relevant to current audience interests.
- Oversee the thematic and aesthetic elements of events to ensure they are visually appealing and immersive, enhancing the overall guest experience.

Event Evaluation and Continuous Improvement:

- Conduct post-event evaluations to assess the success of each event and gather feedback from attendees, staff, vendors, and sponsors.

- Track key performance indicators such as revenue, attendance, and guest satisfaction to evaluate event effectiveness.
- Use the findings from evaluations to make data-driven decisions and continuously improve event planning and execution.

General Responsibilities:

- Maintain a professional, courteous, and tactful demeanor when interacting with guests, co-workers, and external partners.
- Lead and support team members in alignment with the Topeka Zoo and Conservation Mission, ensuring decisions are in line with organizational values.
- Foster strong relationships through ongoing communication with internal teams, external partners, vendors, the Board of Directors (BOD), and key stakeholders.
- Deliver superior service by resolving issues promptly and addressing concerns with urgency and efficiency.
- Proactively identify solutions to problems, both in day-to-day operations and urgent situations.
- Stay informed on current industry trends and developments that can benefit the zoo, actively seeking opportunities for professional growth.
- Represent FOTZ professionally in all settings, including onsite activities, community events, and communications.
- Participate in meetings as required and contribute to team discussions and planning.
- Respond to customer, staff, and vendor inquiries in a timely and helpful manner.
- Answer telephone calls and provide prompt, professional responses.
- Adhere to all applicable federal, state, and local laws and regulations.
- Follow FOTZ's policies and procedures to ensure consistency and compliance.
- Perform other duties as assigned to support the mission of the zoo.

Performance Measurements & Primary Accountability:

- Timely and accurate completion of work tasks, ensuring all deliverables are met with attention to detail.
- Strong, collaborative relationships with guests, staff, and stakeholders are maintained, contributing to a positive work culture.
- Demonstrate teamwork by accomplishing tasks in collaboration with others.
- Ability to adapt to change, accepting and supporting management decisions positively.
- Achievement of individual and team objectives as set by leadership.
- Consistent and reliable attendance, arriving and departing work on time as scheduled.

Qualifications: (Knowledge, Skill, and Ability)

- Proven experience in event planning and coordination, with a strong emphasis on fundraising and revenue generation, preferably within a nonprofit or cultural institution.
- Strong ability to guide and support a diverse team while maintaining effective collaboration across departments.
- Excellent communication skills, both written and verbal, with the ability to collaborate effectively with clients, vendors, sponsors, and internal teams.
- Strong financial acumen with experience overseeing budgets for large-scale events, ensuring financial objectives are met.
- Creative and innovative thinking with a passion for developing new event concepts that engage diverse audiences.
- Highly organized with the ability to oversee multiple projects simultaneously in a fast-paced, dynamic environment.
- Knowledge of safety regulations and a commitment to creating a safe, enjoyable experience for all guests.

- Flexibility to work evenings, weekends, and other non-standard hours as needed to support event schedules.
- Familiarity with event management software and tools is a plus.

Physical Demands:

- **Physical Requirements:** Ability to regularly lift, carry, or move up to 25 pounds, and stand, sit, or move intermittently throughout the workday.
- **Mobility:** Frequent walking across the assigned area and the ability to reach, bend, lift, pull, twist, push, squat, and drag as needed, with good hand-eye coordination.
- **Documentation & Computer Skills:** Proficient in documenting information, and using computer software (Word, Excel), with strong communication skills.
- **Indoor/Outdoor Work:** Comfortable working both indoors and outdoors in varying conditions.
- **Time Management:** Strong organizational skills, with the ability to manage time effectively and stay productive.
- **Multitasking & Adaptability:** Capable of multitasking, working in a fast-paced environment, engaging with the public appropriately, and contributing as a team member or independently.
- **Compliance:** Adheres to all relevant standards and policies set by the TZCC, AZA, and USDA.
- **Attendance & Punctuality:** Regular attendance and punctuality are critical to this role.
- **Safety Awareness:** Able to exercise care to avoid accidents and ensure a safe work environment.

Work Environment:

- **Customer & Staff Interaction:** Ability to effectively engage with staff and visitors, including handling challenging situations or difficult customers.
- **Flexible Scheduling:** Willingness to work irregular hours, including evenings, weekends, and holidays, as needed to meet the demands of the role.
- **Animal Safety Awareness:** Knowledge of safety protocols and precautions when handling or working around dangerous animals.
- **Vehicle Operation:** Ability to safely operate a golf cart and other zoo vehicles as required.
- **Adaptability & Stress Management:** Capable of adapting to changing circumstances, managing pressure, and maintaining composure in stressful situations involving animals and guests.
- **Emergency Response:** Able to stay calm and respond swiftly and effectively in emergency situations.

This job description does not state nor imply that these are the only activities to be performed by the team member holding this position. Staff are 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: