



<b>Position:</b>	Communications Coordinator
<b>Organization:</b>	Seneca Park Zoo Society
<b>Department:</b>	Communications
<b>Direct Supervisor:</b>	Director of Marketing
<b>FLSA Status:</b>	Salary; Full-time; Non-Exempt
<b>Hours:</b>	8:30 a.m. to 5 p.m. Monday through Friday Some early mornings, evenings, and weekends are necessary.

Under the supervision of the Director of Marketing, the Communications Coordinator manages communications efforts including but not limited to website management, social media strategy and execution, written content, and media relations. This person works with all departments within the organization to ensure consistent branding and messaging and assists with other department and organizational tasks as needed.

The Communications Coordinator manages the Zoo and Zoo Society's owned and earned channels and ensures consistent messaging with the marketing strategy being implemented by the Director of Marketing on the Zoo and Zoo Society's paid channels. This includes multimedia content creation, campaign strategy, execution, and measurement.

#### **Essential Job Duties:**

- Work with the Director of Marketing and other departments to proactively plan Zoo communications and branding for coordinated and consistent external messaging.
- Collaborate with the Director of Marketing on plans for promoting the Zoo's mission, events, programs, and revenue streams in a professional, consistent, and creative way.
- Prepare written content for materials including but not limited to digital content marketing, video and radio scripts, marketing and constituent emails, blogs, the Zoo's 5X per year newsletter *ZooNooz*, biweekly *eNooz* email newsletter, and other publications.
- Write press releases and media alerts; pitch stories to local media outlets in collaboration with the Director of Marketing and Monroe County Communications team.
- In conjunction with County Communications, coordinate on-site media events and press conferences.
- Manage the content strategy and execution for all Zoo social media channels.
  - Monitor conversations regarding Seneca Park Zoo on social media sites and respond or coordinate appropriate responses; manage the online phase of any crisis communications.
  - Strategically grow social media audiences, engagement, and impact across all

channels.

- Maintain and update the Zoo's website in collaboration with our technology partner and with input from Zoo Society staff.
- Assist with digital advertising strategy and execution on Facebook, Twitter, Google Ads, Yelp, etc., as well as through media companies and other marketing channels.
- Work with Zoo society and county staff to create content for the blog, website, and social media channels; manage a schedule of content creation across departments.
- Serve as liaison between media and Zoo spokespeople, as well as between County Communications and Zoo Society.
- Oversee schedule and projects for photography volunteers; take photos and video at Zoo events and programs when requested or otherwise necessary.
- Work with the Director of Marketing and part-time videographer to brainstorm content ideas, facilitate filming, and manage content delivery.
- Assist in proof-reading all collateral material.
- Provide assistance with reception duties, Front Gate admissions, event management, and other guest experiences as needed.
- Other duties as assigned.

#### **Necessary competencies:**

- Passion for our mission.
- Excellent writing and proofreading skills.
- Strong collaborator and relationship builder.
- Ability to multi-task and juggle priorities.
- Hard worker, steadfastly pushing for greater results.
- Think outside the box and continuously look to improve, both personally and professionally.
- Deal courteously and effectively with the public and media at all times.
- Keep confidences.
- Meet challenges with resourcefulness.
- Proficiency in and passion for social media platforms, analytics, and developing trends.
- Proficiency in
  - Adobe programs Photoshop, Premiere Pro, InDesign, and Acrobat.
  - HTML, Wordpress, and Google Analytics.
  - Microsoft Office programs Outlook, Word, Excel, and PowerPoint.
- Experience with:
  - public and media relations.
  - email marketing, content writing, and copywriting.
- 2-3 years' experience in communications, public relations, digital marketing or related fields.
- Bachelor's Degree required.

All interested applicants must submit a current resume and a cover letter describing their qualifications as they relate to the duties of the position to Sarah Hanson, Director of Marketing at [shanson@senecazoo.org](mailto:shanson@senecazoo.org) with Communications Coordinator in the subject line. All applications must be received by **Monday, May 15**.