Communications Coordinator

Description

WORKING HOURS
Primarily 8:30 am – 5 pm, Monday through Friday. Evenings and weekends are necessary at times and schedules will be shifted accordingly.

JOB SUMMARY
The Communications Coordinator manages communication efforts including, but not limited to website content and management, social media strategy and execution, digital advertising, e-mail, and media relations. The Communications Coordinator is the “voice” of Seneca Park Zoo in digital media and often other marketing communications elements as well. This position will manage 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.

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.
- 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.
- Manage the content strategy and execution for all Zoo social media channels.
- Plan and execute daily posts, monitor conversations regarding Seneca Park Zoo on social media and review 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 and with input from Zoo Society staff. Engage our technology partner as needed for structural site changes.
- Assist with digital advertising strategy and execution on Facebook, Google Ad Network, etc. as well as through media companies and other marketing channels.
- 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.
- 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 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.
Requirements

PHYSICAL ACTIVITY
This position requires walking, standing, seeing, speaking, hearing, interacting with others, and the ability to work at a computer for extended period of time.

QUALIFICATIONS

EDUCATION REQUIREMENTS

- A Bachelor’s degree is required, preferably in business, communications, public relations, or marketing related field.
- Must have valid NY State Driver’s License and ability to drive golf cart.

EXPERIENCE REQUIREMENTS

- At least 2 - 3 years’ experience in digital marketing or related field is required.
- Experience with public and media relations, email marketing, content writing and copywriting a must.
- Must be proficient in WordPress, Adobe programs, Photoshop, HTML, and Google Analytics. Proficiency in Microsoft Office programs a must.
- Must have proficiency in and a passion for social media platforms, analytics, and developing trends.
- Must have excellent writing and proofreading skills.
- Ability to work on and prioritize a variety of duties while implementing appropriate time management. Strong collaborator and relationship building skills necessary.
- Ability to think outside of the box and continuously look to improve, both personally and professionally. Be willing to meet challenges with resourcefulness.
- Must be able to deal with the public and media courteously and effectively.

Interested applicants must submit a resume and cover letter describing their qualifications as they relate to the duties of the position. All applications must be received no later than 5 p.m. Friday, April 10, 2020. Click here to apply.

Seneca Park Zoo Society is an Equal Opportunity Employer