



MARKETING MANAGER

The Buffalo Zoo is seeking a dynamic, energetic, and experienced Marketing Manager to develop and implement strategies to advance the Buffalo Zoo brand, and acquiring and engaging guests across owned marketing channels. Reporting to the Chief External Relations Officer, the successful candidate will partner closely with communications, social/content, development/membership and guest experience to meet revenue targets and overall business goals.

PRIMARY RESPONSIBILITIES

- Build annual marketing plan to promote Zoo strategic initiatives, events, programs and ticket sales across multiple channels.
- Lead the execution of marketing programs from start to finish, driving collaboration with key stakeholders and leveraging internal processes and relationships.
- Serve as brand guardian and key author of the Zoo's brand strategy including development of brand standards. Enact process to maintain brand integrity across all marketing materials and other internal and external communications.
- Provide leadership and day-to-day management of the Art Director and oversee and manage the creative pipeline and deliverables throughout the approval and production process.
- Provide strategic media planning support and evaluate and reconcile advertising campaigns on an ongoing basis to ensure all materials are placed and running as planned (including placement, copy and creative development, and distribution for: radio & TV, promotional events, digital, print ads and outdoor media).
- Manage digital, website and email content strategy and execution of communication to CRM database.
- Help develop and oversee Guest Insights Program. Regularly obtain guest feedback and turn data into actionable insights for the organization.
- Work with guest experience, communications and events teams on goals, revenue, ticket initiatives, promotional packages to maximize ROI.
- Serve as liaison to Board committees as assigned by providing guidance and support for all ongoing business matters, fundraisers and other projects.
- Performs other duties as assigned by the Chief External Relations Officer.

Position Qualifications:

To perform at a proficient level and be fully qualified, a person would be expected to have:

Education (Minimum Needed): Four-year degree in communications, marketing or business related area.

Experience (Minimum Needed):

- Three to five years' experience in marketing or public relations.
- One to two years' supervisory experience.
- Ability to create and manage marketing plans (multi-channel, segmented, campaigns) and utilizing owned, paid and earned media to build brand affinity and drive key revenue lines.
- Candidate must exhibit a passion for the mission and direction of the Buffalo Zoo.
- Experience managing and monitoring a budget.
- Ability to work well with multiple stakeholders across the organization.
- A self-starter, energetic and resilient with the enthusiasm and determination to ensure that deliverables, timelines and objectives are achieved.
- Exceptional communications, sales/promotions and customer service skills, must be adept at multitasking and extremely detail oriented.
- Entrepreneurial spirit.
- Superior verbal/written communications skills.
- Enthusiastic, self-reliant, independent attitude and approach to work.
- Working knowledge of personal computers and software applications.

Other:

- Must possess or be able to obtain within 30-days of employment a valid driver's license and have an average or better driving record based on the evaluation process of our insurance company. Retention of position is contingent upon maintaining required license.
- TB Test conducted annually.
- May be required to work evenings, weekends, and holidays.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands; reach with hands and arms; stoop, kneel, crouch, or crawl and talk or hear. Use computer hardware and software for

extended periods of time (repetitive motion). Sitting for long periods of time. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Benefits / How to Apply

This is a full-time, exempt position. Salary commensurate with experience. Benefits available include health plan, life insurance, dental, vision, 403B retirement plan, annual leave time, holiday time, and sick time benefits. Benefits are available after the successful completion of an introductory probation period of 60 days of work.

The Buffalo Zoo is an At Will employer and all Buffalo Zoo employees are subject to employment eligibility and background security checks as well as testing for illegal substance use as allowed by law.

Please submit resume and cover letter (no phone calls please) by July 3, 2020 to:

buffalozoojobs@buffalozoo.org

Equal Opportunity Employer