



MARKETING ASSOCIATE

The Buffalo Zoo is seeking an ambitious, organized and detail-oriented professional to serve as a Marketing Associate on the Marketing & Communications team. In support of the fast-paced and dynamic department, the Marketing Associate will support a wide variety of marketing functions vital to the everyday operations of the team. Main duties will support media planning and buying, digital and content marketing, social media and graphic design.

Essential Functions:

Primary accountability for specific functions and results. The list of essential functions is not exhaustive and may be supplemented or changed as necessary.

- Assist with day-to-day marketing efforts and implementation of organizational marketing strategy.
- Assist with research, planning and execution of multi-channel media buys for the Buffalo Zoo.
- Monitor deadlines for ad delivery, manage billing, compile analytics and report on performance metrics.
- Manage and coordinate flow and completion of graphic design projects in collaboration with internal and external design teams.
- Assist the Communications Manager with social media activity, taking an active role in social listening, user moderation and engagement, and tracking performance analytics.
- Complete basic graphic design projects and requests.
- Performs other duties as assigned by management.

Position Qualifications:

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

- Outstanding organizational and project management skills and ability to work with various members of different teams to ensure quality and timely delivery.
- Comfortable taking initiative to be productive and efficient, should be confident in their skillset, enjoy being hands-on, owning their role and ensuring their work is done with excellence and attention to detail.
- Strong writing skills to support content initiatives.
- Commitment to field of marketing and communications and the Buffalo Zoo's mission.

Education (Minimum Needed):

- Associate or Bachelor's degree (Marketing, Communications, Business or related degree preferred).

Experience (Minimum Needed):

- 1-3 years of experience in advertising, marketing, communications, graphic design or equivalent combination of education and experience.

Special Skills:

- Proficient in graphic design and Adobe Creative Cloud applications.

Other:

- Ability to work some evenings, weekends and holidays.
- Must possess or be able to obtain within 30-days of employment a valid New York State 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. Must upgrade to classification appropriate to requirements (non-CDLC or CDL class).

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, non-exempt position (hourly). 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 March 26, 2021 to:

buffalozoojobs@buffalozoo.org

Equal Opportunity Employer