



## POSITION AVAILABLE

### COMMUNICATIONS COORDINATOR

#### Basic Purpose and Responsibility

Under the supervision of the Marketing & Public Relations Manager, the Communications Coordinator is responsible for representing, promoting, and growing the Buffalo Zoo brand, identity, and mission through visual and written storytelling across multiple platforms. This position requires a well-rounded individual who is a creative thinker with excellent writing, communication and project-management skills and who can bring excitement and energy to our brand.

#### Benefits / How to Apply

This is a full-time, non-exempt, hourly position. Some of the benefits available include health plan, HRA/HSA, FSA, life insurance, long term disability insurance, dental, vision, 403B retirement plan, annual leave, holiday, and sick time benefits. Benefits available after the successful completion of a probationary period review at 60 days of work (sick time available upon hire).

Pay range dependent upon skills and experience: **\$22.00-\$24.00 per hour**

**Please submit resume outlining education and experience (no phone calls please). Position open until filled:**

[buffalozoojobs@buffalozoo.org](mailto:buffalozoojobs@buffalozoo.org)

**Buffalo Zoo  
Communications Coordinator  
300 Parkside Avenue  
Buffalo, NY 14214**

**For more information about the Buffalo Zoo, please visit our website at: <http://www.buffalozoo.org>**

#### 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.
- Exercise of discretion and independent judgment with respect to matters of significance.
- Assist in the development and support of the annual marketing and events communication strategy.
- Assist with Zoo photography and videography. Be able to produce noteworthy content.
- Creates and curates engaging content for print and digital platforms which includes filming, producing, and editing video and photo content.

- Assists with writing and distributing media releases, managing media inquiries, interviews, various media requests; and establishes good working relationships with members of the media.
- Manages social media campaigns, calendar, and day-to-day digital marketing activities of the Zoo and affiliated partners.
- Creates and supports a social media growth strategy for the Zoo. Manages all social media sites/accounts, mentions, associated hashtags including growth goals through rich and engaging content marketing efforts, including photos, videos, and compelling conservation and awareness content to educate followers. Monitors social media posts and comments and responds to users to increase engagement and provide a polished and professional level of customer service.
- With the Marketing & Public Relations Manager, creates and/or supports advertising strategies and plans to drive both organic and paid/boosted growth and actions.
- Creates and supports engagement of internal stakeholders and staff. Helps develop internal and external communications strategies. May be assigned projects such as compiling information or assisting in the development of Zoo publications and campaigns (Board reports, membership brochures/reports, annual reports, email campaigns etc.).
- Responds to community correspondence and engagement regarding the Buffalo Zoo.
- Assists with special events when needed.
- Assists the Marketing and Events team with various projects including proofreading, sign content, and other miscellaneous related projects as needed.
- Must deliver exceptional customer service by engaging with guests on a regular basis to create a friendly, memorable and positive experience. Ability to respond to common inquires, requests, or complaints from guests and/or staff in a kind and courteous manner.
- Ability to effectively promote the organization.
- Possess a can-do attitude, be resourceful, and communicate respectfully with everyone.
- Interact with courtesy, professionalism, and respect to staff, docents, volunteers, and guests consistent with the organization's mission and core values.
- Verbal and written ability to communicate with Zoo staff. Able to interact positively with a variety of individuals from varied socioeconomically backgrounds frequently.
- Performs other duties as required by the Marketing & Public Relations Manager.

### Position Qualifications

#### *Education (Minimum Desired):*

- Four-year degree in communications, marketing or other business-related concentration.

#### *Experience (Minimum Desired):*

- Minimum 1-3 years of experience in developing content and considerable knowledge of the social media landscape, including but not limited to Instagram, Facebook, Twitter (X), TikTok, etc. Prefer part of the experience to include experience in media relations, public relations, or other communication promotions or equivalent experience.

#### *Special Skills:*

- Due to the nature of the position, must be able to meet deadlines, deliver on expectations, and follow through on assignments.
- Expertise with desktop, tablet, and mobile digital media platforms such as WordPress, various and popular social media sites, Google analytics.

- High level of written and verbal skills, including strong storytelling and mission driven content development.
- Must have comprehensive knowledge of digital photo, photography techniques, and video editing.
- Working knowledge of personal computers and software applications, including Microsoft Office software. Proficient in design/editing programs (Adobe Creative suite, Canva, etc.)

*Other:*

- Enthusiastic, self-reliant, independent attitude and approach to work. Must be able to multi-task and be a team player.
- Must support Buffalo Zoo's Vision, Mission and Core values.
- Must support the Buffalo Zoo's DEAI values.
- 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).
- Successful completion of a post-offer pre-employment general medical screen and drug test.
- Successful completion of a post-offer pre-employment background check.
- Must understand the requirements, essential functions and duties of the position as per the job description, and certify such by signing the job description acknowledgement form prior to first day of work.
- Must be able to operate a computer, two-way radio, telephone system, and software on computer, printer, etc. after training.
- Must be willing to comply with department's Personal Protective Equipment (PPE) policies and procedures.
- Must provide proof of negative TB test at hire (within the last 12 months). TB test conducted annually.
- Regular attendance and punctuality are essential functions of the position.
- Must be able to work weekdays, weekends, holidays and requested overtime as necessary.

### **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.

*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.*

**EQUAL OPPORTUNITY EMPLOYER**