

Position Title : Director of Marketing and Events

Organization : Buffalo Zoo

Salary: \$65,000-70,000

AFP-WNY Post Date : 10/27/2023

DEADLINE TO APPLY: OPEN

JOB SUMMARY

The Director of Marketing and Events is a strategic leadership role responsible for overseeing the development, implementation, and management of marketing strategies and event initiatives for the organization. This role requires a dynamic individual with a strong background in marketing, event planning, and team management. The Director will collaborate with cross-functional teams (Development, Guest Experience, Education, Animal Care) to drive brand awareness, audience engagement, and business/attendance growth through innovative marketing campaigns and successful event execution. Position reports to the Chief Advancement Officer, and is a member of the Zoo's leadership team. This leadership position requires a strategic thinker, effective communicator, and team-oriented professional with a passion for delivering impactful marketing strategies and successful events.

ESSENTIAL FUNCTIONS

Strategic Planning:

- Develop and execute comprehensive communication, public relations, marketing, and event strategies aligned with the organization's goals and objectives.
- Conduct market research to identify trends, opportunities, and competitor analysis to inform marketing and event strategies.
- Feels empowered and inspired by drawing insights from data to inform and refine current and future marketing, communications, and event strategies.
- Develop, evaluate and draw insights using a performance dashboard to show return on investment from communications, marketing and event initiatives.

Team Leadership:

- Lead and manage a team of PR/marketing professionals, graphic designers, and event associates, providing guidance, mentorship, and performance feedback. This includes hiring, training, and scheduling of team members, managing employee schedules, reviewing employee time cards, and managing time off requests in time and attendance software.
- Foster a collaborative and innovative team culture that encourages creativity and continuous improvement.
- Comfortable working in both strategic and implementation roles.
- Will need experience managing up, down, and across teams in an environment of continuous change and improvement.
- Understands and subscribes to the philosophy that meticulous organization, planning, and attention to detail are the fundamental components of successful events and marketing and communications campaigns.
- Energized by the opportunity to dramatically reshape and elevate an organization through thoughtful and effective marketing, communications. and events.

Brand Management:

- Maintain and enhance the organization's brand identity and ensure consistent messaging across all marketing materials and events.
- Monitor brand perception and make strategic adjustments as needed to improve brand equity.
- Serve as the lead brand manager developing and maintaining brand and style guides and working with peers to implement a cohesive look, feel and voice across all platforms.
- As the lead brand steward, believes that “everything speaks” and strives to consistently improve and understand trends in industry core competencies (ex: copywriting, pop culture trends, consumer behavior, etc.).
- Lead the Zoo’s design team which convenes for the purpose of developing interpretive graphics for Zoo grounds/exhibits. Design team includes: graphic designers, Director of Education and Community Partnerships, Curator of Animal Operations, Chief Advancement Officer, as well

Marketing Campaigns:

- Plan, execute, and oversee integrated marketing campaigns across various channels, including digital, social media, print, billboards, TV, and other relevant platforms.
- Develop compelling content, such as articles, videos, infographics, and advertisements, to engage target audiences and drive lead generation.

Public Relations

- Secure and grow relationships with local, regional, and national reporters and media outlets to secure ongoing and consistent media coverage for all Zoo initiatives. Serve as the on the record Zoo media spokesperson as needed.
- Write, edit and proofread a variety of materials including copy, message points, media materials for a variety of internal and external audiences.

Event Planning and Execution:

- Conceptualize, plan, and execute a wide range of Zoo-hosted events and private events working in high collaboration with Guest Experience and other essential departments. Evaluate overall results of events and recommend modifications or new approaches to support the successful achievement of event goals and revenue targets.
- Manage event logistics, budgets, vendors, and timelines to ensure flawless execution.
- Will work during the events, to ensure successful execution of projects and address issues as they may arise.

Audience Engagement:

- Identify and segment target audiences to tailor marketing campaigns and events for maximum engagement and impact.
- Utilize data analytics to measure campaign and event performance, making data-driven adjustments as needed.

Partnerships and Collaborations:

- Establish and maintain partnerships with relevant industry stakeholders, sponsors, and collaborators to enhance the organization's visibility and reach.

Budget Management:

- Develop and manage budgets for PR, communication, marketing initiatives and events, ensuring efficient allocation of resources to achieve desired outcomes

Stakeholder Communication:

- Collaborate with internal departments, to align PR, communication, marketing, event efforts with overall business strategies.
- Communicate marketing plans, event updates, and results to senior management and other stakeholders.
- Serve as the voice of the customer by launching and managing guest insights programs and educating internal audiences on the composition, expectations, viewpoints, and preferences of our many stakeholders.
- 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 inquiries, requests, or complaints from guests and/or staff in a kind and courteous manner

EDUCATION/EXPERIENCE

- Bachelor's or Master's degree in Marketing, Business Administration, or related field desired.
- Proven experience (5+ years) in public relation/communication, integrated marketing, and/or event management, with a track record of successful campaigns and large-scale events.
- Strong leadership skills with experience in managing and developing high-performing teams.
- Excellent communication, interpersonal, and negotiation abilities.
- Exceptional organizational skills and attention to detail.
- Ability to work under pressure, meet tight deadlines, and manage multiple projects simultaneously.
- Strategic thinker with the ability to analyze data, identify trends, and make data-driven decisions.
- Creative problem solver with the capacity to innovate and adapt to changing market dynamics.
- Proficiency in digital marketing platforms, analytics tools, and event management software.
- Proactive, detail-oriented, and deadline-driven.
- Verbal and written ability to communicate with Zoo staff. Able to interact positively with a variety of individuals from varied socioeconomically backgrounds frequently.
- Project management skills including the ability to manage multiple projects and programs simultaneously.

OTHER:

- 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.
- 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 support Buffalo Zoo's Vision, Mission, Core Values and DEAI values.
- Must provide proof of a negative TB test at hire. TB test conducted annually.
- Will be required to work before or after normal business hours, including weekends and holidays as needed.
- Will be required to respond to emergency situations related to department as needed

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

This is a full-time, exempt position. Annual salary range is \$65,000-70,000 commensurate with experience. Some of the benefits available include health plan, HRA/HSA, life insurance, long term disability insurance, dental, vision, 403B retirement plan, annual leave, holiday, and sick time benefits. Benefits are available after the successful completion of a probationary period review at 60 days of work (sick time available upon hire).

TO APPLY

To apply, please send resume and cover letter in Word document or PDF by email, using subject line – Director of Marketing and Events to: buffalozoojobs@buffalozoo.org

No telephone calls please. Position open until filled. For more information about the Buffalo Zoo, please visit our website by the following link: <http://www.buffalozoo.org>

Equal Opportunity Employer

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