Position Title: Director of Marketing and Events

Organization: Buffalo Zoo

Salary: Starting at $65,000 commensurate with experience

AFP-WNY Post Date: 3/22/2022

DEADLINE TO APPLY: OPEN

The Buffalo Zoo is seeking a highly motivated, energetic, and highly articulate individual to serve as the Zoo's Director of Marketing and Events. Reporting to the Chief External Relations Officer, and working in close collaboration with colleagues in the Guest Experience, Development, Membership and Animal Care teams, the Director of Marketing and Events has responsibility for developing and implementing compelling, comprehensive communication, marketing, and events strategy that strengthens and elevates the Buffalo Zoo brand and drives revenue and attendance for the organization.

To apply, please send resume and cover letter in Word document or PDF by email 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

The Buffalo Zoo:
As one of the crown jewels of Western New York's cultural and recreational attractions, the Buffalo Zoo welcomes 500,000 guests on an annual basis. The Zoo sits on 24 acres and includes a variety of buildings and habitats. Many of the components of the campus have historic significance. The Zoo is operated by the Zoological Society of Buffalo, Inc., under a lease agreement with the City of Buffalo. Since 2000, more than $50 million worth of capital improvements to exhibitry and infrastructure have been completed. In 2019, the Zoo’s five-year strategic plan was completed. Our mission of Building Community, Creating Connections and Saving Wildlife is guiding our master plan that is under development. This master plan will guide the growth and development of the Zoo for the next twenty years.

Essential Functions:

● Develop and implement a comprehensive integrated communication and marketing strategy to refine and elevate the Buffalo Zoo brand and drive attendance and affinity for the organization.

● Direct the implementation of Zoo-hosted 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.

● 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.

● Serve as the voice of the customer by launching and managing guest insights program and educating internal audiences on the composition, expectations, viewpoints, and preferences of our many stakeholders.

● 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 on the record media spokesperson.

● Write, edit and proofread a variety of materials including copy, message points, media materials for a variety of internal and external audiences.
Develop, evaluate and draw insights using a performance dashboard to show return on investment from communications, marketing and event initiatives.

Lead and coach a team of five – Marketing Manager, Assistant Manager - Events, Social Media Coordinator, Graphics Coordinator and Marketing Associate. This includes resume review and interviewing for open positions, writes/delivers performance evaluations, writes/delivers disciplinary actions, etc., and oversees scheduling for the team.

Feels empowered and inspired by drawing insights from data to inform and refine current and future marketing, communications, and event strategies.

Comfortable working in both strategic and implementation roles.

Has 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.

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.).

Education/Experience:

- Bachelor’s Degree or equivalent.
- Minimum of 5-7 years of experience in integrated marketing and communications roles (candidates with a sales-marketing background will not be given priority consideration).
- Minimum of 2-3 years of experience planning and implementing successful large-scale events.
- Proactive, detail-oriented, and deadline-driven.
- 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 and Core Values.
- Must provide proof of negative TB test at hire. TB test conducted annually.
- May be required to work before or after normal business hours, including 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.
**Compensation and Benefits:**
This is a full-time, exempt position. Salary starting at $65,000 commensurate with experience. Some of the benefits available include health plan, life insurance, long term disability insurance, dental, vision, 403B retirement plan, annual leave time, holiday time, and sick time. Benefits are available after the successful completion of an introductory probation period of 60 days of work. Sick time available upon hire.

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