



## **Communications Coordinator**

Non-exempt

November 2018

Come join us at the Reid Park Zoological Society!

Reid Park Zoological Society is seeking a Communications Coordinator. The Society is a 501(c) (3) nonprofit organization whose mission is to support, advocate for and enhance the value of Reid Park Zoo and its mission to encourage commitment to the conservation of biological diversity and to provide educational and fun experiences for visitors of all ages. Reid Park Zoo is the largest attended cultural attraction in Southern Arizona with approximately 500,000 visitors annually. Be a part of a vibrant, growing organization as Reid Park Zoo implements an exciting master plan that will be investing over \$60M in new exhibits over the next ten years. To apply, please forward a resume to [hr@reidpark.org](mailto:hr@reidpark.org) No phone calls or visits please.

**Overview:** The Communications Coordinator will collaborate with the Marketing team and other departments in the creation of all of communications materials including establishing goals, branding, messaging, strategies, and producing multi-media content. They will also manage the organization's website, blog and social platforms while remaining consistent with the Zoo's brand and voice.

**Reports To:** Marketing & Communications Manager

### **Essential Duties and Responsibilities:**

#### **Copywriting**

- Collaborate with marketing team and other departments on messaging, branding and communication strategies.
- Write, proofread and edit materials.
- Write blog posts and articles for local print publications and create or assist in creation of photos and video appropriate to the post/article.
- Create and disseminate emails to appropriate lists as determined by Marketing & Communications Manager, including writing weekly email newsletter highlighting 'What's New at Your Zoo, as well as driving traffic to revenue sources and create or assist in creation of photos and video appropriate to the email.
- Maintain accurate information on organization website, reidparkzoo.org, curate comments, make revisions/edits and update forms and landing pages as necessary.

- Assist Marketing and Communications Manager in gathering data from websites for reporting purposes.

### **Photography and Video Services**

- Assist in photographing and editing photos of animals, products, events and other content as needed, including maintaining a filing system for labeling and organizing photos.
- Perform basic image editing and locating photos for specific materials.
- Assist in video content to promote upcoming events and programs, provide compelling content for social media to further educate the community about Reid Park Zoo.
- Make recommendations to department for software and equipment purchases as needed.

### **Administrative Functions**

- Perform duties in accordance with RPZS policies such as completing expense reports and purchasing or cash handling procedures.
- Adhere to department budget and expenses.
- Work closely with vendors or staff as requested to design and produce printed and online communication material used in internal and external marketing-communications initiatives
- Coordinate and manage interns, consultants and volunteers as requested.
- Coordinate with all staff to ensure consistency in all organizational communications.
- Provide excellent customer service as a component of all job duties.

### **Preferred Qualifications, Skills and Abilities:**

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing or related field preferred.
- A minimum of 1 year of engaging, storytelling experience.
- Experience with InDesign, Adobe Photoshop, and Illustrator, or other graphic design and other photo editing software preferred.
- Experience with My Emma or other email marketing software preferred.
- Blogging experience preferred.
- Fluency in Spanish an advantage.
- Regular physical attendance at work.
- Demonstrated skill in copywriting, photography, and video editing.
- Ability to gather, assemble, and analyze facts and devise communication plans to create and publish compelling and inspiring high-quality content (written, images, video) across all platforms and channels (social, Wordpress, and website etc.)
- Ability to maintain composure and a sense of professionalism while behind-the-scenes.
- Demonstrated ability to communicate well in written and oral form including considerable creative and promotional writing skills.

- Ability to tactfully handle stressful situations, negotiate and resolve conflicts, maintain confidentiality and to respect and observe organizational protocol.
- Must be a self-starter with the ability to pay attention to detail, prioritize, multi-task and work within specific timeframes.
- Ability to respond to demands on short notice and shifts priorities accordingly during a crisis situation.
- Demonstrated ability to establish and maintain effective working relationships with all levels of RPZS and coworkers as well as diverse volunteers, guests, donors, community partners, vendors and others
- Self-motivated with the ability to pay attention to detail, prioritize, multi-task and work within specific timeframes.
- Ability to work flexible work schedule and adjust as required. Weekend, special event and some holiday work may be required.
- Commitment to the mission and values of the Reid Park Zoo.
- Ability to pass pre-employment background check.

This is not a complete list of all responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. Management reserves the right to revise the right to assign different tasks be performed when circumstances change (e.g. emergencies, changes in personnel, workload, rush jobs, or technological developments).

<b>Reviewed By:</b>	<b>Signature</b>	<b>Date</b>
Employee:		
HR Director:		