

Job Description

Position: Marketing & Events Manager

Department: Marketing

Reports to: Director of Operations

Wage: \$80,000 + per year, commensurate with experience and qualifications.

Position Requirements:

The **Marketing & Events Manager** leads the zoo's overall marketing strategy, with a special focus on seasonal events and digital initiatives. This dynamic role is responsible for planning and executing signature events such as the holiday-themed Christmas Lights, Zoo Brew, Wine & Wild, and farming-focused multi-day festivals. Additionally, the Manager develops comprehensive digital marketing strategies to boost visitor numbers, memberships, brand awareness, revenue growth, and promote zoo programs.

Key Responsibilities:

Strategic Marketing & Event Execution:

- Develop and implement marketing strategies aimed at increasing visitor attendance, driving revenue growth, boosting memberships, and actively promoting zoo programs and experiences.
- Plan, coordinate, and manage major recurring seasonal events (e.g., Christmas Lights festival, Zoo Brew, Wine & Wild, family festivals, multi-day events), handling logistics from initial planning through post-event evaluation.

Digital Marketing Leadership:

- Oversee the zoo's digital marketing efforts, including social media strategy, content creation, SEO, paid advertising campaigns, email marketing, and influencer partnerships.
- Use analytics to measure and optimize campaign effectiveness, continuously improving digital outreach and engagement.

Content & Brand Oversight:

- Supervise content creation across marketing channels, including digital media, event promotions, website content, and print collateral, ensuring consistency with brand guidelines.
- Provide oversight on operational and promotional content creation, such as exhibit messaging, program highlights, and operational announcements.

Operational & Signage Content Oversight:

- Work closely with operational teams to produce clear and engaging signage and content across the zoo to enhance the visitor experience and promote programs effectively.
- Ensure operational communication materials align with marketing messaging.



Revenue & Program Promotion:

- Collaborate with various zoo departments (Education, Membership, Operations) to promote and market zoo programs, educational initiatives, keeper talks, camps, and special exhibits.
- Implement marketing strategies aimed explicitly at promoting educational and conservation programs.

Partnership Development:

- Cultivate and maintain relationships with sponsors, community organizations, media, and external partners to maximize exposure and attendance at events.
- Identify and secure event sponsorships, creating mutually beneficial partnerships.

Budget Management & ROI:

- Prepare and manage annual marketing and event budgets, ensuring efficient allocation and responsible spending aligned with organizational revenue goals.
- Regularly evaluate event and marketing performance against financial objectives, adjusting plans as needed.

Team Leadership:

- Provide leadership and mentoring to a team of two marketing and events professionals, guiding them through clear objectives and professional growth opportunities.
- Coordinate cross-departmental teams to ensure cohesive marketing and event execution.

Accountability:

The Marketing & Events Manager is a management role, monitoring staff, guests and volunteers in a zoo setting and ensures a safe, enriching and rewarding experience for zoo visitors; serves as mentor for all staff, and volunteers.

Knowledge and Experience:

Experience:

- Minimum of **10 years** professional experience in marketing or related fields, with at least **5 years** in a managerial role.
- Preferred background in hospitality, attractions, or tourism, particularly with event management and attraction marketing expertise.

Digital Marketing Proficiency:

- Strong knowledge and hands-on experience with digital marketing including social media management, content strategy, SEO/SEM, paid ad platforms (Google Ads, Meta Business Suite), email marketing automation tools, and influencer partnerships.

Event Management:

- Proven track record of successfully managing large-scale public events.
- Ability to effectively oversee logistics, vendor negotiations, budgeting, and on-site management of events attended by large audiences.

**Leadership & Communication:**

- Exceptional leadership, organizational, and interpersonal communication skills.
- Proven ability to manage, mentor, and inspire a small team, fostering collaboration and high performance.

Technical Skills:

- Proficiency with key digital marketing and analytics tools (e.g., Google Analytics, Google Ads, Meta Business Suite, CRM software).
- Comfort overseeing content creation across diverse platforms and formats, including digital channels and physical visitor-experience signage.

Availability:

- Flexible work schedule, including evenings, weekends, and holidays as needed to support event execution and oversight.

Other Information:

Must possess a valid Driver's License.

Complete Criminal Record Check

The above listed tasks are the responsibilities of the Operations Manager. The position is not limited to the tasks listed above and may be required to perform additional tasks as assigned by the General Manager.

This is a permanent, full-time position. Includes Extended Medical Benefits package
Submit Resume to: hr@gvzoo.com