

## POSITION DESCRIPTION

**Position Title:** Director of Marketing & Communications

**Reports To:** Chief Development Officer

**Position Level:** Management

**Exemption Status:** Exempt (salaried)

### Position Summary

---

The Director of Marketing & Communications will build upon and lead the organization's comprehensive marketing strategies for increasing revenue to support significant and continued organizational growth.

Additionally, the director of marketing and communications will work in partnership with the leadership team on formulating and implementing strategic initiatives that enhance and protect the Zoo's brand and image. These include: maintaining positive media relationships; growing positive publicity and social media outreach; and disseminating timely and appropriate information to key audiences.

### Essential Position Functions

- Collaborates with the CEO/President and other key members of management in the development and implementation of the organization's comprehensive marketing plan.
- Responsible for directing and measuring the success of all marketing initiatives to enhance the Zoo's mission and position within the marketplace and general public. This includes content creation, campaigns, events, digital marketing, and public relations.
- Cultivate new press and media opportunities to expand the Zoo's reach through strong program ideas and partnerships.
- Develops and maintains cooperative and courteous relationships with Zoo staff, volunteers, and the general public.
- Primarily responsible for driving revenue and increasing Zoo attendance by promoting visits, education programs, special events, retail, group sales, memberships, fundraising initiatives and other revenue lines.
- Oversee Zoo's spokespeople and act as spokesperson as required.
- Prepare all messaging, media statements and press releases.
- Oversee the development and implementation of a wide variety of collateral and creative efforts, including ad buys and placement.
- Provide critical demographic data to management staff to enhance decision-making processes.
- Accommodate a flexible schedule to attend Zoo and community events that often occur on weekends and evenings
- Manage social media representative and interns

## Education Requirements and Technical Skills

---

- Bachelor's degree in Marketing, Business, Public Relations or other related field
- A minimum of five years (5) of related professional experience, preferably with a non-profit organization
- Must be a strategic planner and thinker and have a creative mind
- Ability to work in a collaborative environment and demonstrate passion for our mission
- Strong interpersonal skills with the ability to interact positively with all levels of the organization
- Strong leadership and organizational skills, attention to detail and ability to handle multiple tasks simultaneously

## Skills and Competencies:

---

- **Teamwork** — supporting, facilitating, and participating in activities that promote team effectiveness; demonstrating sensitivity for the feelings and needs of team members and supporting team goals.
  - **Communication (oral and written)** — Effectively expressing ideas verbally and non-verbally and actively listening to individuals and groups; preparing and focusing presentations to the characteristics and needs of the audience; strong writing and editing skills for a variety of audiences.
  - **Integrity/Trust** — Maintaining social, ethical, and organizational values and norms; building trust and confidence with the staff and with internal and external customers; respecting the confidentiality of personal and proprietary information.
  - **Customer Focus** – Demonstrates courtesy, cooperation and friendliness with the public, staff, volunteers and guests. Actively listens, anticipates and evaluates the customer's needs. Ensures that customer satisfaction is a priority in all areas of responsibility.
  - **Professional/Technical Knowledge and Competency** — Remains current on marketing needs in the field within and outside the organization; maintains proficiencies
  - **Planning and organizing** — Establishing a course of action with specific long-range goals for the zoo; setting priorities among competing requirements and allocating resources in the most efficient and effective way; developing contingency plans that participate changes in the work environment.
  - **Coordinating** — Organizes and moves a group of individuals and/or activities toward a common goal.
  - **Decisiveness**—Willing to make quick decisions and take immediate action
-

**What we offer:**

- A competitive salary, commensurate with your skills and experience,
- An **EXCELLENT** benefits package (current year/plan), which includes:
  - 100% paid employee level coverage for designated medical & dental plan
  - 100% paid coverage for 100K of life insurance
  - 100% paid short-term disability
  - 100% paid long-term disability
- 401K – Employer contributes 3% of your salary
- Optional vision, accident and critical illness coverages available through pre-tax payroll deductions
- Generous paid time off policy, Zoo Membership and FREE admission to other Florida Attractions!

**To apply** – email your cover letter and resume to [jobs@palmbeachzoo.org](mailto:jobs@palmbeachzoo.org) - Please include your name followed by “**Marketing Director**” in the subject line of the email.

The position will be open until filled. We will contact qualified candidates whom we have chosen to move forward in the interview process.