

POSITION DESCRIPTION



POSITION TITLE: Content and Social Media Coordinator

UPDATED: March 2017

SUPERVISOR'S TITLE: Director of Communication

FLSA Status: Nonexempt

PURPOSE

The Content and Social Media Coordinator will be a creative writer, write well, blog regularly, and will become a content engine producing videos, social media, and website copy at a high standard of excellence. This position will use traditional and social media to engage audiences and increase the zoo's visibility in the community and the region. This position also contributes to positive guest experiences and performs other duties as required.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- ▶▶ Drives guest engagement, zoo awareness, and other quantifiable metrics by creating engaging and unique content.
- ▶▶ Develops new social media strategies to grow and build brand loyalty among followers, and reach new followers; maintains working knowledge of social media trends and opportunities across all platforms.
- ▶▶ Manages day-to-day interactions with followers to maintain and strengthen the zoo's brand.
- ▶▶ Maintains the zoo's brand and voice across all communication channels.
- ▶▶ Designs and produces newsletters, brochures, and other print materials.
- ▶▶ Maintains daily public outreach through new media, including regular updates, event postings, and real-time response to user feedback, to broaden the zoo's audience and deliver a consistent and compelling message to that audience.
- ▶▶ Maintains a marketing calendar to track publicity opportunities across all zoo departments and all marketing channels.
- ▶▶ Creates and manages a weekly e-newsletter by seeking and developing interesting and distinctive content.
- ▶▶ Develops interesting and educational blog content for the zoo's website to build and maintain an engaged audience.
- ▶▶ Works with the Director of Communication to draft and distribute press releases to local and regional media.
- ▶▶ Works with the Director of Communication to leverage new media (e.g., blogging communities, online social networks, photo and video communities, mobile technology) to increase the zoo's visibility.
- ▶▶ Maintains the zoo's website to keep content up to date, track web stats, and increase traffic.
- ▶▶ Manages and organizes the zoo's image library.
- ▶▶ Prepares reports summarizing the zoo's communications efforts.
- ▶▶ Communicates with zoo staff using phone and radio systems.
- ▶▶ Maintains knowledge of zoo facilities, zoo programs, zoo animals, and zoo staff.
- ▶▶ Assists with special projects and helps other zoo employees as needed.
- ▶▶ Actively contributes to positive guest experiences.

EDUCATION AND/OR EXPERIENCE

To perform this job successfully, an individual must have the following education and/or experience.

- ▶▶ Bachelors' degree in marketing, communications, graphic design or related field is required.
- ▶▶ Three years of experience in marketing, communications, graphic design, new media strategy, or related field is required.
- ▶▶ Proficiency and experience in photography and Adobe Creative Suite, specifically InDesign and

- ▶ Photoshop is required.
- ▶ Experience in Google Analytics, Google AdWords, SEO, and WordPress is preferred.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- ▶ Solid understanding of the use of technology, social media, and website management to enhance communications and engage audiences.
- ▶ Ability to prepare, edit, and proofread copy and convert a complex subject matter into easily understood concepts for a variety of audiences and media.
- ▶ Active participation in a wide variety of social media activities such as blogging, social networking community development and management, mobile technology, website development, etc.
- ▶ Ability to professionally and effectively communicate with others through written correspondence.
- ▶ Ability to troubleshoot, analyze situations, and make sound business decisions.
- ▶ Ability to make independent decisions and manage time effectively.
- ▶ Knowledge of Microsoft Office software.
- ▶ Strong organizational skills.
- ▶ Knowledge of general office procedures and practices.
- ▶ Knowledge of correct grammatical usage, punctuation, etc.
- ▶ Ability to work a flexible schedule. This role will be required to monitor social media activity daily, including weekends. Flexible schedule options are available to accommodate this requirement.
- ▶ Ability to handle confidential information.
- ▶ Ability to understand and follow all safety regulations.
- ▶ Ability to handle multiple tasks simultaneously.
- ▶ Ability to arrive to work on time and maintain a positive attendance record.
- ▶ Ability to serve in every respect and at all times as a goodwill ambassador for the Fort Wayne Zoological Society and the Fort Wayne Children's Zoo in contacts with zoo visitors and the general public.
- ▶ Ability to deal tactfully and politely with guest questions and misbehavior.
- ▶ Excellent communication skills to establish and maintain effective working relationships with staff, volunteers, partners, and/or the public.

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.

- ▶ Ability to operate office equipment, including computers, copiers, fax machines, and phones.
- ▶ Ability to professionally and appropriately interact and communicate with others, both in person and through phone, email, and written correspondence.
- ▶ Ability to properly lift and carry light supplies and materials.
- ▶ Ability to stand and sit for periods of time and to move intermittently throughout the workday.
- ▶ Good speaking and listening skills.
- ▶ Ability to perform focused work with close attention to detail.
- ▶ Ability to work both indoors and outdoors, with exposure to extreme temperatures and inclement weather conditions; the environment may include wet, icy, or muddy conditions.
- ▶ This position may include exposure to hazardous materials, fumes/odors, dirt, and dust.
- ▶ This position may include exposure to potentially dangerous animals.