

POSITION DESCRIPTION



POSITION TITLE: Content Creator

CREATED: March 2023

SUPERVISOR'S TITLE: Communication Manager

FLSA Status: Nonexempt

PURPOSE

The Content Creator is a creative writer and a content engine producing videos, social media, and website copy. 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.

- ▶▶ Writes, reviews, edits, and updates content for the zoo's website, blogs, and social media platforms.
- ▶▶ Drives guest engagement, zoo awareness, and other quantifiable metrics by creating engaging and unique content.
- ▶▶ Maintains the zoo's brand and voice across all communication channels.
- ▶▶ 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.
- ▶▶ Works with Communication Manager to maintain a social media calendar to track social media opportunities across all zoo departments and all social media channels.
- ▶▶ Assists with writing media releases and articles for zoo publications.
- ▶▶ Assists communication department with social media research.
- ▶▶ Works with Communication Manager to maintains the zoo's website to keep content up to date, track web stats, and increase traffic.
- ▶▶ Films video and shoots photographs throughout the zoo, including animals and guests that can be used for print and social media.
- ▶▶ Visually documents special events during zoo season.
- ▶▶ Catalogs videos and photos on the zoo's image library.
- ▶▶ Prepares reports summarizing the zoo's communications and social media efforts.
- ▶▶ Communicates with zoo staff using phone and radio systems.
- ▶▶ Maintains knowledge of zoo facilities, programs, animals, and staff.
- ▶▶ Supports the zoo's commitment to continued growth of diversity, equity, access, inclusion, and belonging for zoo team members, volunteers, guests, and supporters.
- ▶▶ 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.

- ▶▶ High school diploma or GED is required.
- ▶▶ One year of experience in social media, communication, or videography is required.
- ▶▶ Completion of some college coursework in marketing, communications, or a related field is required.
- ▶▶ Proficiency and experience in photography, videography, editing and Adobe Creative Suite, specifically InDesign and Photoshop 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.

Content Creator

March 2023

1

This description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

- » 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 video editing, 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 or venomous animals.
- » This position may include exposure to zoonotic diseases.
- » This position may include exposure to noxious native plants.
- » This position may include exposure to native biting insects and arthropods.