



Position Title: Marketing Coordinator
Reports to: Marketing Director
Status: Part-Time

Mesker Park Zoo & Botanic Garden is seeking an energetic individual to join our Marketing team. Evansville's Mesker Park Zoo & Botanic Garden is the number one family tourist attraction in the City of Evansville and is a significant cultural institution for our community. MPZ is home to over 700 animals and actively participates in conservation efforts around the globe.

This position is being funded by the Evansville Zoological Society; the 501(c)3 nonprofit support organization of Mesker Park Zoo & Botanic Garden and is not considered a city of Evansville employee.

Purpose:

Under the direction of the Marketing Director, the Marketing Coordinator will assist in the planning and execution of various marketing projects throughout the zoo and online.

Essential job functions:

- Coordinate online zoo presence to engage new audiences and connect guests and donors to our mission.
- Contribute to our overall yearly marketing plan, through research and data analytics.
- Track and analyze the performance of marketing campaigns, conduct research and identify improvements.
- Create and maintain partnerships with media companies.
- Ensure brand consistency in all areas of Mesker Park Zoo & Botanic Garden.
- Assist with the creation of engaging and creative event content for the Zoo's social media channels, website, magazine, and e-newsletter.
- Complete updates to the zoo website in collaboration with various zoo departments.
- Photograph high-quality photos throughout the zoo that can be used for various marketing campaigns.
- Completes special projects and other duties as required.
- Assist with various zoo events, including set-up/break-down.

Education/Experience/Knowledge/Skills:

1545 Mesker Park Drive
Evansville, Indiana 47720-8206
812-435-6143
meskerparkzoo.com



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OF ZOOS &
AQUARIUMS**

- This is an entry-level position, but the incumbent should have some prior knowledge through a combination of college/work-related jobs.
- Ability to leverage and communicate effectively with diverse audiences.
- Excellent writing skills required. Ability to write clearly and persuasively using correct grammar is necessary. Adept in MS Office and ability to quickly learn the Zoo's POS/Donor/Patron software.
- Strong project management skills with the ability to prioritize and manage multiple projects and deadlines.
- Excellent customer service skills.
- Ability to work productively in a team environment.
- Ability to understand and carry out oral and/or written instructions.
- Current/valid driver's license required.
- Knowledge of social media platforms, camera equipment, and Adobe software is highly preferred.
- College degree in Marketing, Communications, PR, Social Media, or Graphic Design preferred.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Physical Requirements:

This position is primarily based in an office environment; however, this individual must have the ability to move throughout the zoological and botanical facility.

Evansville Zoological Society is an Equal Opportunity Employer.

Submit resume with cover letter to:

Blake Shockley, Marketing Director,
Evansville Zoological Society, Inc.,
1545 Mesker Park Drive, Evansville, IN 47720,

bshockley@meskerparkzoo.com