



Marketing Communications Assistant Job Posting

Roger Williams Park Zoo (RWPZ) of Providence, Rhode Island, is one of the nation's oldest zoos, exhibiting over 100 animal species. Our culture is built on our core values -community, fun, innovation, diversity, integrity, sustainability, and excellence. We value our role in the community as a treasured place for families and a trusted resource for learning; we create a sense of community for our staff and contribute to the global conservation community. We provide a fun experience for our guests and believe that a fun environment is essential to create a great workplace. We are willing to take risks, to propose novel ideas and to think "out of the box". Bold dreams are welcome here. We act with respect toward all. We value diversity and are intolerant of bias. Integrity and honesty drive our business practices and our relationships with each other and our constituents. We are driven by our vision of greater sustainability in our environmental practices and in our business model. We believe that by establishing a sustainable financial base we can best achieve our goals. We are always striving for excellence. We work to exceed expectations in all areas.

RWPZ is currently recruiting for full-time, year-round, non-exempt, Marketing Communications Assistant. The Marketing Communications Assistant is responsible for the general administrative support of the functions of the department including marketing, website, public relations, special events and social media. This role requires exceptional written and verbal communications skills; a solid understanding of digital marketing techniques; the ability to work with ease across multiple subject areas and to produce materials for diverse channels; ability to juggle multiple tasks and reprioritize as necessary; and a professional demeanor. The individual in this position should demonstrate a strong interest and passion for the Zoo and preferably have experience working at another ticketed attraction, or nonprofit organization. Enthusiasm for and awareness of our mission is essential.

RESPONSIBILITIES

- Writing and designing the monthly newsletter.
- Assisting with marketing and other departments special events. As needed (eg.signage day of help, sponsors.)
- Assist with photography and video needs and managing a photo library.
- Assisting with the collection and creation of content for quarterly members' magazine.
- Maintaining media listings and the business pages of such sites as Google, MyBusiness, Yelp, and Trip Advisor.
- Researching conservation press stories.
- General administration communication needs.
- Help maintain the Zoo's website and chatbot app.
- Work with Digital Manager on email and other projects as needed.
- Processing invoices and filing.

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Experience and Education:

Degree in public relations, communications or journalism, with some experience in writing, and two years' experience working in a dedicated marketing/public relations setting preferred; or equivalent combination of education and/or experience. Bilingual is a plus.

Skills and Aptitudes:

- Ability to film and take photos with multiple devices.
- Design, photography and video editing software experience.
- Strong PC skills, with knowledge of Microsoft office products and experience with content management applications; and motivation to stay abreast of developments in technology.
- Standard public relations concepts, practices, and procedures.
- Other necessary attributes:
 - highly organized
 - articulate
 - professional
- Ability to work both independently and part of a team.
- Excellent oral and written communication skills.

Additional Requirements:

- Successful completion of a background check, per organization policy.
- Valid state driver's license.
- Willingness to be on call and work flexible work schedule, including occasional weekends and holidays.
- Must be able to work outdoors in various weather conditions.
- Occasionally required to walk, stand, kneel, crawl, climb stairs.
- Required to stand, walk, lift and/or move objects up to 50 pounds.

As a Marketing Communications Assistant, you will be joining our team in showcasing our Zoo pride and excellence in customer service.

If you are interested in this exciting opportunity to be a team member at a well-renowned Zoo in the New England area, send a cover letter, resume and salary requirements to:

Roger Williams Park Zoo
ATTN: Marketing Communications Assistant

1000 Elmwood Ave
Providence, RI 02907

-or-

employment@rwpzoo.org



ACCREDITED BY THE
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AQUARIUMS



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