

### *In a Nutshell*

This is an excellent opportunity for an enthusiastic, well rounded marketing and events specialist to help champion the marketing, advertising and events programme for the home of 'We Bought a Zoo'.

Reporting to the Head of Catering, Retail & Events you will lead on planning, organisation & smooth running of the events & weddings, as well as planning and managing marketing campaigns at the Zoo.

### *These are your main Tasks*

#### **Events**

- Create and manage the events programme for the Zoo which supports the charitable activities.
- Plan, manage and implement events (including weddings) from inception through to delivery.
- Prepare quotations and negotiate with clients.
- Prepare post event reports for your Head of Department and Financial Controller and make recommendations for improved practice, where possible.
- Follow up on new client leads to generate bookings for events and maintain positive relations with existing clients.
- Develop and maintain a network of approved suppliers (e.g. marquee providers, equipment hire, DJ's, bands, florists etc.).
- Ensure that outstanding customer service is delivered on all events.
- During events, prioritise the health, safety and wellbeing of events staff and customers.
- Prepare briefing notes on all upcoming events for regular Head of Department meetings.
- Work closely with the Head of Department and Financial Controller to ensure profitability of events.

#### **Digital**

- Manage website by uploading content and monitoring online promotions for events.
- Tracking and analysing web traffic, providing internal reports periodically to help with planning.
- Attend Head of Department meetings and establish a content calendar to plan & create weekly social media posts for all aspects of the zoo.
- Manage our social media accounts and respond to customer enquiries. This will include scheduling social media posts & campaigns using relevant platforms such as Tweetdeck.
- Create a monthly external newsletter editorial for online subscribers.
- Design promotional material for printed marketing.
- Ensure that our webpage is up-to-date with all the latest DZP news.

*Role Description***General**

- Assist with PR enquiries by being the first point of call and supporting the senior management team with responses.
- Monitor customer feedback and draft suitable responses in consultation with relevant Head of Department.
- Maintaining and developing the reputation of the Zoo.
- Assist with managing the overall brand (e.g, signage, publications, etc.).
- Manage promotional collateral for the promotion of the zoo (print and online) for PR.
- Maintain knowledge of other visitor attractions and current industry trends.

**Other**

- We are a small team, you may also be required to fill in as a Server, Host, Bartender, etc. to relieve/back-up staff during peak periods or when short staffed.
- Team with other Zoo departments to ensure exemplary customer service and adherence to policies and procedures.

It's all hands-on deck here at the Zoo!

So, while this job description outlines your main tasks and activities, you may be asked to go above and beyond these ... prepare yourself for a variety of tasks that we may not have thought of.

*The Perfect Fit*

We think that, to be successful in this role, you will have to:

- Have experience of working within a catering & events industry.
- Have marketing experience, ideally from the tourism, travel & hospitality sector.
- Be able to demonstrate management and leadership skills.
- Have experience and confidence in turning event leads into bookings and sales.
- Possess excellent interpersonal skills to build close working relationships with customers, colleagues, suppliers and other stakeholders.
- Possess social media management skills, experience in photo editing, graphic design and have an eye for detail.
- Have great time management, the ability to prioritise a busy work load under pressure of deadlines.
- Be able to work flexible hours including evenings, weekends and holidays.

It would also help if you:

- Hold a Food Hygiene Certificate.
- Hold a first aid qualification.
- Have experience of working in a Zoo setting or as part of an organisation with strong ethical focus, charity connection or educational elements.