



Marketing Coordinator

Our Mission: The Houston Zoo connects communities with animals, inspiring action to save wildlife.

Our Vision: The Houston Zoo will be a leader in the global movement to save wildlife.

Job Summary: The Marketing Coordinator, is responsible for successfully working on logistics planning, communication, and execution for Zoo promotional events, focusing on maximizing attendance and guest experience, and educating guests about animals and how to save them in the wild. This job requires night and weekend work, with a varied workweek based on event needs.

Job Duties and Responsibilities

- Coordinating various events throughout the year, including submitting all necessary paperwork, procuring all supplies, creating promotional timelines, and communicating with Zoo staff and external parties to ensure successful events. These events include, but are not limited to, Photo Day, Earth Day, Enrichment Day, Pollinator Palooza, and Cool Nights.
- Brainstorming and implementing event activities, including ones that deliver an educational message about animals and Take Action
- Working closely with web, graphics, and PR teams to promote each event and its activities
- Serve as point of contact at these events, overseeing all deliveries, vendors, partners, and overall execution of event
- Assist with Zoo Lights event, including booking food, overseeing choir participants, and general troubleshooting of attractions
- Sourcing, prepping, and sorting all supplies for Halloween Zoo Boo event.
- Assisting with Feast ticket, restaurant and band logistical needs
- Assisting day-of event coordinator with Zoo Boo and Feast with the Beasts events as needed
- Assisting with implementation of sponsorships, including tracking, photographs, and recaps, plus serving as point-of-contact for sponsor booths on-site
- Working Zoo street team opportunities
- Assisting with writing for the Zoo's website, social media, and general marketing communications
- Coordinating trade and partner ticket fulfillment
- Providing additional Marketing Department support as needed

Education and Experience

- BA/BS degree in Marketing, Business Administration, Communications or related field
- Ability to communicate with all levels of management
- Ability to work independently with minimal supervision
- Excellent oral and written communications skills
- Strong interpersonal and facilitation skills
- Ability to partner across teams and with all levels of staff

Work Environment

- Well-lighted, heated and/or air-conditioned indoor office setting with adequate ventilation. Periods of extensive time in outdoor environment subject to seasonal weather conditions
- Moderate noise (business office with computers and printers, light traffic)
- Receives very general guidance with respect to overall objectives; work is usually quite independent of others; operate within division or department policy guidelines using independent judgment in achieving assigned objectives.

Work Hours

- Normal schedule – Works an assigned 5-day week -including Saturday, Sunday and holidays. Days off are frequently on weekdays. Shifts are determined strictly depending on seasons and events.
- Occasional overnight travel (up to 20%) by land and/or air.

ABOUT HOUSTON ZOO

The Houston Zoo is made up of many moving parts (some stationary ones too) with over 6,000 permanent residents (our animals) for whom we provide housing, meals, medical care, and education. There are over 2 million guests each year who come to experience our incredible variety of animals and their habitats as well as to attend special events hosted by the zoo.

The Houston Zoo focuses on saving wildlife through efforts to reduce threats that face species in the wild. This includes action to reduce plastic pollution and paper use, promote sustainable seafood and sustainable palm oil, recycle electronics, and address pollinator decline. We also protect the wild counterparts of zoo animals, (like lions, sharks, cranes and toads) in the wild through partnerships with other global and regional wildlife-saving organizations. We take pride in supporting efforts that help save wildlife from extinction by working to implement comprehensive conservation strategies and developing partnerships to increase knowledge and support for conservation in communities.

Join the Houston Zoo team and become part of an organization that is focused on the preservation of wildlife and their habitats by combining conservation with education and promotion of sustainable livelihoods in the local and global communities.

To apply visit www.houstonzoo.org/careers

Houston Zoo is an Equal Opportunity Employer