



**Position Title:** Marketing & Social Media Assistant

**Position Overview:** The part-time Marketing & Social Media Assistant will support the marketing department by highlighting the conservation efforts of Zoo Boise, creating content for various zoo platforms, documenting zoo updates, and increasing awareness about programs and events happening at the zoo. An ideal candidate will have strong photo and video production, graphic design, social media, and copyrighting skills. Candidate should have a positive attitude, be adaptable, and have great interpersonal and communication skills.

This position supports the Marketing Department of Zoo Boise and this position will be a Friends of Zoo Boise employee. Friends of Zoo Boise is a 501(c)(3) membership organization that supports Zoo Boise in the area of animal acquisition, capital improvement projects, education programs, volunteer opportunities, and special events. The goal of each of these components is to increase public awareness, knowledge, and appreciation of the zoo, wild animals, animal habitats, species conservation, and the environment.

**Reports to:** Marketing and Public Relations Coordinator

**Schedule:** This is an onsite and 24 hour per week position. Occasionally evenings and weekends are necessary.

**Job Duties:**

1. Brainstorm and create content, including but not limited to, writing blogs, filming and editing videos, and creating social media posts and stories to:
  - a. Highlight Zoo Boise's conservation work and partners.
  - b. Fulfill sponsorship agreements.
  - c. Tell the stories of individual zoo animals.
  - d. Promote special events and education programs.
  - e. Promote Zoo Boise news
  - f. Support other aspects of Zoo Boise.
2. Establish Zoo Boise's TikTok channel's identity and creating consistent content for it.
3. Capture photos and videos of animals, special events, education programs, and for various other zoo related reasons.
4. Research current social media, zoo, and conservation trends and suggest content ideas based upon it.
5. Create routine data driven social media reports.
6. Organize and maintain Zoo Boise's photo and video collection.
7. Add special events, talks, and education programs onto community calendars.
8. Create and maintain onsite flyers.
9. Perform routine zoo signage checks to ensure signs aren't missing, broken, or displaying out of date information.
10. Help when needed at special events.

11. Help with hosted, VIP, and media visits.
12. Other duties as assigned.

**Required Qualifications:**

1. Microsoft Office proficient.
2. Experience with Facebook, Instagram, and TikTok.
3. High School or GED required.
4. Pursuing or completed college degree in a relevant field.
5. Negative TB test and fully vaccinated against COVID-19.
6. Must be at least 18 years old.
7. Must be able to work outdoors in a variety of temperatures.
8. Ability to maintain confidentiality.
9. A passion for conservation and the mission of Zoo Boise.

**Preferred Qualifications:**

1. Proficient in Adobe Premiere, Adobe Photoshop, and Canva.
2. Video Production experience.
3. Experience using DSLR cameras.
4. Excellent grammar.

**Working Conditions:** While performing the duties of this job the employee is regularly lifting/carrying up to 10 lbs., rarely lifting/carrying up to 35 lbs. Also, the employee is rarely pushing/pulling up to 35 lbs. Work includes sensory ability to talk, hear and smell. Employees will sit, stand, walk, stoop, kneel, crouch, crawl, reach, grasp, climb and balance. Position requires hand/finger dexterity.

**Working Environment:** The work environment will include inside conditions, outdoor weather conditions, in wet and humid conditions, with areas of dust, odors, mist, gases or other airborne matter.

**Compensation:** This position pays \$14.00 per hour and includes competitive health insurance, retirement plan, and vacation/sick leave benefits.

**How to Apply:**

Submit a cover letter, resume, three references, and two pieces of creative content that showcases your abilities (video, blog, social media posts, graphic design, etc.) to: Jeff Agosta, Marketing and Public Relations Coordinator at [jagosta@cityofboise.org](mailto:jagosta@cityofboise.org).

Deadline to apply is January 26, 2022.

Please no phone calls.