

CHEYENNE MOUNTAIN ZOO
Job Description



Way Beyond
Watching

Position Title: Senior Marketing Manager
Department: Communications and Marketing
Reports to: Communications and Marketing Director
Supervises: Special Events Manager and Webmaster
FLSA Status: Exempt, Professional
Hours: Full time, 40 hours per week. Normal full-time work schedule will be Monday through Friday, 8 a.m. to 5 p.m. Schedule will shift for evening/weekend events, specific projects or crisis situations (on call). All work is completed at the Zoo; remote work is not allowed.

POSITION SUMMARY: The Senior Marketing Manager is responsible for increasing attendance and enhancing the public image of Cheyenne Mountain Zoo through comprehensive marketing, special events and communication strategies. This role oversees advertising, website and special events, and serves as PIO when the Zoo's communications director is unavailable. The Senior Marketing Manager oversees advertising production and placement in coordination with an external ad agency, manages sponsorship contracts and the marketing budget. This position acts as a secondary media contact, including on-call PIO duty every other weekend. The Senior Marketing Manager is a member of the Zoo's senior leadership team.

TO APPLY: Please submit your cover letter and resume to Tracey Gazibara, executive vice president, at tgazibara@cmzoo.org. No phone calls, please.

QUALIFICATIONS AND REQUIREMENTS:

- Minimum 7 years (10 years preferred) of direct marketing experience successfully managing and executing integrated marketing and advertising campaigns.
- Previous supervisory experience required.
- Experience in tourism or attraction industry marketing preferred.
- Proven experience in advertising planning and execution.
- Ability to secure sponsorships for events and year-round partnerships.
- Expertise in public relations and crisis communication strategies.
- Experience managing paid promotional programs and logistics for large-scale public events.
- Strong strategic direction for website and email initiatives.
- Oversight of advertising and marketing collateral production.
- Experience with online ticketing/POS/data management systems (Altru/Blackbaud or similar) preferred.
- Experience conducting and analyzing market research and guest surveys.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Word, Excel, internet and email.
- Must submit to and pass a pre-employment drug/alcohol screening and criminal background check.
- Valid driver's license with insurability under Zoo policy.
- Ability to work flexible hours including occasional evenings, weekends, and holidays.

RESPONSIBILITIES AND DUTIES

Marketing & Communications:

- Develop and manage an annual marketing plan and budget.
- Collaborate with senior leadership on strategic communications initiatives, driving organizational goals.
- Oversee advertising production and placement in coordination with an external ad agency.
- Edit press releases, articles and newsletter in alignment with Zoo messaging.
- Be familiar with and have the ability to execute a crisis communications plan.
- Help in the planning of paid social and digital media placements and promotions to drive attendance.
- When needed, assist with social media coverage including monitoring/responding to comments, reviews and guest emails.
- Serve as a Zoo spokesperson for media inquiries or crisis communications, when necessary.
- When needed, draft and edit press releases.

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- When needed on rare occasions, plan and execute media and promotional appearances, including on-camera interviews and animal handling.
- Manage in-house advertising booking and fulfillment.
- Responsible for post-visit survey program, including working with a 3rd-party provider, analyzing quarterly reports, making updates as needed to the survey and email solicitations.
- Liaison with organizations such as Pikes Peak Region Attractions, Visit Colorado Springs, Colorado Tourism Office and various chambers etc.
- Manage music licensing compliance, reporting and fulfillment.
- Other duties as assigned.

Sponsorship & Events:

- Identify and secure sponsorships for events and ad campaign.
- Maintain sponsor relationships.
- Provide strategic guidance on event marketing and promotions.
- Work closely with the Special Events Manager on planning and execution for all Zoo special events.
- Actively participate in event setup, tear-down and staffing.

Supervisory & Administrative Duties:

- Oversee and support the Special Events Manager and the Webmaster.
- Conduct employee training, coaching and performance evaluations.
- Ensure compliance with Zoo policies and safety procedures.
- Promote a collaborative and professional team environment.
- Maintain confidentiality of sensitive organizational information.
- Participate in senior staff and emergency response team duties.

Work Environment & Physical Requirements:

- Ability to stand, walk on steep terrain, sit for extended periods and lift up to 50 pounds.
- Requires corrected vision and hearing for effective communication.
- Work environment includes office spaces, outdoor settings and exposure to weather and animals.
- Must be able to handle high-pressure situations and deadlines.

Compensation and benefits:

This position is a fully benefited position including group medical, dental, vision, life, and disability insurance; paid holiday, vacation and sick time; retirement plan, Zoo membership and eligibility for a yearly 11% bonus program. Compensation \$75-85k.