

# Help Wanted: City of New Bedford hiring Marketing Assistant for Buttonwood Park Zoo

**CITY OF NEW BEDFORD**

**MARKETING ASSISTANT \$33,745 – \$42,433**

**BUTTONWOOD PARK ZOO**

Responsible for assisting in the planning, development and implementation of all Zoo marketing strategies, communications and public relations activities both external and internal. Assists in the development and implementation of support materials and services in the area of marketing, communications and public relations.

Meets with Zoo senior staff and Zoological Society staff as needed to discuss Zoo marketing, communications and public relations activities. Assists in the creation, implementation and measurement of the success of a marketing, communications and public relations program that will enhance the Zoo's image and position within the marketplace and general public, as well as facilitate internal and external communications.

Ensures articulation of Zoo's desired image and position, assures consistent communication of image and position throughout the Zoo, and assures communication of image and position to all constituencies, both internal and external. Cultivates and coordinates media interest in the Zoo, and ensures regular contact with target media and appropriate response to media requests. On occasion, may act as the Zoo's representative with the media.

Works with the Zoological Society staff to promote special events, exhibit openings, new animal arrivals and in general,

generate positive press for the Zoo. Works with the Mayor's Office to create promotional material and media opportunities for the Zoo and the City Assists the Zoological Society in developing a robust social media program for the Zoo. Attends select community events to help promote awareness of the Zoo and delivery of its messaging. Create marketing material in the form of deliverables to be used in the Zoo's various programs and campaigns.

High School diploma or GED. Associates degree preferred. Professional and/or academic experience in the areas of marketing and public relations. Strong computer skills and that include the ability to create marketing information on social media, photo and video editing, and basic IT troubleshooting. Experience in graphic design with ability to create computer generated designs and layout for Zoo's website and social media platforms, newsletter, marketing material, and other Zoo and Society collateral materials.

Mandatory CORI (Criminal Offender Record Investigation) background check per City Council Ordinance effective May 14, 2013.

For application/complete job description, please visit [www.newbedford-ma.gov](http://www.newbedford-ma.gov) or contact the Personnel Dept., 133 William St., Room 212, 508-979- 1444. Applications will be accepted until a suitable candidate is found. **New Bedford has a residency requirement.** EE0