

Friends of Rosamond Gifford Zoo: 1 Conservation Place, Syracuse, NY 13204
P: (315) 435-8511

We are currently hiring for a **Public Relations and Content Manager**. Anyone interested, have them send a cover letter and resume to Rachel Leonardo, Director of HR, rleonardo@rosamondgiffordzoo.org.

Details:

The Public Relations and Content Manager is responsible for writing engaging content for the zoo website, blogs, newsletters, and promotional materials. This position handles media inquiries and prepares news releases that accurately promote the zoo and its mission. This position reports to the Director of Marketing and Communications.

Essential Job Functions:

- Ensures written communications are consistent and aligned with the brand and mission the Rosamond Gifford Zoo and the Friends of the Rosamond Gifford Zoo.
- Drafts compelling and engaging written materials and/or content for a variety of communication vehicles such as press releases, opportunities for coverage and media-related requests, presentations, blogs, zoo websites and print publications such as the annual report, member magazine and brochures. Writes, coordinates and proofs promotional copy and media materials; research information on featured animals, zoo programs and initiatives as needed.
- Under the supervision of the Marketing and Communications Director, creates and updates an annual communications calendar to include press releases and opportunities for coverage, education programming and events. Prioritizes communications activities with year-round perspective. Consults with Marketing and Communications to ensure strategies, meet goals and messaging priorities.
- Collaborates with all departments including Development, Education, Animal Collection Managers and Curator, to identify new storytelling topics and messaging opportunities for external communications. Consults with Marketing, Zoo and Friends leadership to ensure these meet organizational goals and messaging.
- Assists with internal communications to keep staff informed; reviews and assists departments with external constituent communications to ensure accuracy.
- Works with the Marketing team, to review, update and create content for the zoo's websites.
- Maintains accurate, current, and functional media contact list. Develops and maintains good relations with key players in print, radio, TV and online media. Upon County sign-off takes direction about how and when to communicate to the media in a timely and positive way. Coordinates scheduling of the Zoo Director to be the public spokesperson for the Zoo and the Friends Executive Director to be the public spokesperson for the Friends.
- In collaboration with the Marketing team, coordinates and manages media-related events (e.g. press conferences), acting as media contact and escorting the media while onsite
- Tracks, collects, and reports digital news, newspaper and magazine articles promoting the zoo.

Desired Training and Experience:

- Bachelor's degree in Public Relations, Journalism or Communications, with a minimum of five years of public relations or communication experience, or any equivalent combination, which provides the required skills, knowledge, and abilities.
- Familiarity with Microsoft Office programs, especially Word, Excel, and Power Point.
- Familiarity with website content management systems (CMS).

Skills / Knowledge Required:

- Strong writing, editing, proofreading skills are essential, including the ability to present concepts verbally.
- Must possess excellent organizational and planning skills.
- Must be able to handle interruptions and juggle day-to-day activities.
- Superior project management and time management skills.
- A wide degree of creativity and the ability to recognize and seize an opportunity.
- Self-starter with a positive and professional approach that can collaborate with others, but also take direction.
- Approachable
- Able to gracefully navigate a complex organization that has a multi-layer approval process.
- Maintains a valid driver's license. Travels within and outside CNY as needed.

Physical Requirements:

- Physical demands are more than those for sedentary work; must be able to remain on feet for extended periods of time; must be able to lift, carry weights of 25 pounds.