

# LAKE SUPERIOR ZOOLOGICAL SOCIETY

## EMPLOYMENT JOB DESCRIPTION

**Title:** Events & Development Specialist

**Reports to:** Marketing Manager, CEO

**Created:** January 2024

**Exempt/Non-Exempt:**

**Employment Type:**

**Hours:**

Non -Exempt

Full Time

40

**Principal Function:** This position is responsible for the planning, coordination, and successful execution, under the direction of the Marketing Manager and Director of Marketing/CEO, of diverse events at the zoo. Significant annual events include but are not limited to: Best Date Ever, Toast to Tails, Easter Eggstravaganza, MAD Safari, Zoo La Palooza, Boo at the Zoo, and Zoo Lights. Other special events include after-hours events and rentals.

### **Principal Duties:**

#### **1. Special Event Duties:**

The Events & Development Specialist is responsible for special events work under the direction of the Marketing Manager/CEO in establishing and achieving the goals for each event. This position is responsible for pre-event coordination, "day of" event coordination, and post-event follow-up.

- Establishing timeline and all tasks required for event
- Establishing event resources and needs
- Assisting in developing, cultivating, and maintaining event materials
- Leading the event committee (setting meeting schedule and agenda, providing wrap-up notes/tasks, etc.)
- Organizing the logistics involved in planning and the successful execution of events in collaboration with all departments
- Clerical duties and tasks related to events
- Submitting regular progress reports
- Identifying, securing and preparing the physical resources required for event
- Coordination with other departments
- Collaborating and coordinating event logistics with all departments :
- Ability to adhere to a budget for all activities and events

#### **2. Development Duties:**

- Identifying and contacting individuals and businesses for sponsorships
- Assisting in composing donor/sponsor recognition
- Manage and update donor and volunteer database
- Communicate with Directors for quarterly updates for each department
- Compose and distribute, with help from Marketing Manager & CEO, quarterly donor letter
- Plan & coordinate donor recognition event
- Create system to recruit new volunteers based on organization needs

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position

### **Qualifications:**

#### **Preferred Education, Experience & License Requirements:**

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- Two years or more experience in the planning and execution of special events
- Previous nonprofit fundraising and development experience preferred

#### **Skill and Ability Requirements:**

- Ability to establish and maintain effective working relationships with supervisors, co-workers, volunteers, and the public.
- Ability to prioritize daily work and demonstrate time management skills
- Ability to possess a professional and positive attitude in stressful environments
- Ability to offer positive and constructive criticism to staff
- Ability to learn and adapt quickly in a constantly changing environment
- Ability to work with strong attention to detail
- Ability to work as part of a team and independently
- Enjoy working with and serving diverse populations
- Ability to be a clear thinker, analyze, and resolve problems exercising good judgment
- Ability to remain calm and courteous with demanding/difficult guests and/or situations
- Ability and willingness to work varying hours and a flexible seasonal schedule (including weekends and occasional evenings)
- Reliable and punctual attendance habits
- Be interested and enthusiastic about the zoo
- Complete management and supervisory training
- Customer service experience and ongoing training
- Proficiency with technology and the ability to quickly learn new software
- Ability to cultivate and maintain positive relationships with all staff/departments to promote interdepartmental cooperation with events and rentals

#### **Competency and Knowledge Requirements:**

- Knowledge of Excel, Word and Power Point software or ability to learn
- Excellent oral and written communication skills
- Excellent customer service skills

#### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to outdoor weather conditions. The noise level in the work environment is usually moderate, however can be higher than moderate based on the number of visitors at the zoo. Employees may be asked to work in physically close quarters.

#### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms, talk and hear. The employee is required to stand and stoop, kneel, crouch, or crawl. The employee must lift and move up to 25 pounds and occasionally lift and/or move up to 50

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pounds. The employee is occasionally required to set up tables, chairs, boxes of supplies, and other necessary equipment. Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus. Close vision is required to check identifications, membership cards, coupon types, etc. and computer and register buttons and screens. Distance vision is necessary for adequate crowd control. All must be applicable as an individual or with help from other team members.