



THE ZOO IN FOREST PARK AND EDUCATION CENTER

Job Description

ROLES AND RESPONSIBILITIES

Development Assistant

Full-time (REPORTS TO EXECUTIVE DIRECTOR)

Starting salary: \$30,000

Special Events

- Take the lead in administration of internal and external special events
- Manage all event logistics, including day-of
- Maintain revenue and expense budgets for each event
- Conduct follow-up tasks for sponsorship solicitations, as directed by ED
- Track attendance data
- Assist in marketing efforts for each event, including social media
- Work with Community Engagement Manager to secure and train volunteers
- Conduct follow-up activities and analysis for each event
- Create and update event reports, as needed
- Send acknowledgements to attendees and sponsors
- Conduct any follow-up surveys or other communications, post-event

Community Engagement

- Promote The Zoo and its events within the community
- Assist with speaking engagements and press opportunities, as necessary
- Attend community events (YPS, Chamber, Rotary, etc.)
- Provide and post regular updates for website and social media platforms, answering questions as they are posted
- Provide customer service to Zoo guests, when necessary

Fundraising/Development

- Manage donor database, entering donation information and sending timely acknowledgements
- Steward donors at all levels
- Assist in the creation and implementation of direct mail efforts
- Manage Giving Tuesday and other online fundraising opportunities
- Seek out and maintain partnerships for in-kind donations
- Ensure all donors receive proper recognition (i.e. signage, social media tags, press releases, etc.)
- Assist in cultivation and maintenance of corporate partnerships (i.e. Thunderbirds, Starbucks, etc.)

Other

- Working with Executive Director, assist in the creation of updated marketing materials
- Promote and administer animal adoption program
- Participate in annual budget process
- Provide regular development reports for Executive Director and Board of Directors
- Answer/distribute website contact forms to appropriate departments
- Observe and report any issues related to animals or enclosures
- Lead tours, when necessary

ADDITIONAL RESPONSIBILITIES

- Assist Executive Director with special projects

- Respond to alarm calls, if necessary
- Serve as “supervisor on duty,” when necessary

QUALIFICATIONS

- Bachelor's degree in related field
- A minimum of 1 year nonprofit development experience; event management and donor engagement experience preferred
- Stellar verbal and written communication skills
- Ability to multi-task
- Extraordinary attention to detail
- A self-starter willing to take initiative
- Experience managing a donor database
- Familiarity with social media and web page platforms
- Comfort networking and interacting with vendors, as well as corporate and individual donors
- Willingness and ability to work varied hours when required

Reviewed By:	Name	Date:	Date
Approved By:	Name	Date:	Date