



EVENTS MANAGER

Reporting to the Chief Marketing and Communications Officer, the Events Manager is responsible for creative development, originality, invention, coordination and implementation of Buffalo Zoo events including major fundraisers, cultivation events, fee-based and value-added special events intended to maximize Zoo revenue and establish and enhance relationships with the general public.

Essential Functions:

- Exercise of discretion and independent judgment with respect to matters of significance.
- Develops and manages an annual events program integrating fundraising and cultivation events with fee-based and promotional events, and new projects designed to expand the current customer base.
- Prepares an annual expense budget, by event, during the normal course of the budgeting process, justifies theme and direction of events and associated expenses; monitors expenses to budget under organization/departmental guidelines.
- Collaborates with internal resources including guest experience, education and facilities for event support as needed; communicates event details to appropriate parties and Zoo staff as a whole; evaluates event staffing requirements and recruits, coordinates, schedules and directs the activities of support staff and volunteers.
- Conducts competitive intelligence, event surveys, and makes use of other mechanisms to keep events fresh and of interest to the general public.
- Supervises the Events Coordinator, providing guidance and direction as it relates to both private events/facilities rentals, and assistance with major events highlighted above.
- Liaison to ProZoo Board and any committees responsible for specific events.
- Assists in the proposal, writing and production of materials and hand-outs required for each event (including but not limited to 3-ups, postcard maps, and signage).
- Assesses effectiveness of events and prepares post-event reports summarizing and delineating the results, financial and otherwise.
- Performs other duties as required by the Chief Marketing and Communications Officer.

Position Qualifications:

- Education (Minimum needed): Four year degree in communications, marketing, or business related area.
- Experience (Minimum needed): Two - three years experience in coordinating fundraising special events or promotions preferred.

Special Skills:

- High level of organization skills. Extensive verbal and written communication skills.
- Experience working with a multitude of external vendors.

Other:

- Enthusiastic, self-reliant, independent attitude and approach to work. Must be able to multi-task and be a team player.
- Working knowledge of personal computers and software applications.
- Must possess or be able to obtain within 30-days of employment a valid NY State driver's license and have an average or better driving record based on the evaluation process of our insurance company. Retention of position is contingent upon maintaining required license. Must upgrade to classification appropriate to requirements (non-CDLC or CDL class).
- TB Test conducted annually.
- Must be able to work evenings, weekends and holidays as required.

This is a full-time, exempt position. Salary commensurate with experience. Benefits available include health plan, life insurance, dental, vision, 403B retirement plan, annual leave time, holiday time, and sick time benefits. Benefits are available after the successful completion of an introductory period of 60 days of work.

The Buffalo Zoo is an At Will employer and all Buffalo Zoo employees are subject to employment eligibility and background security checks as well as testing for illegal substance use as allowed by law.

Please submit resume and cover letter (no phone calls please) by May 22, 2019 to: buffalozoojobs@buffalozoo.org

EQUAL OPPORTUNITY EMPLOYER