

Gladys Porter Zoo Job Description

Events Coordinator

Reports to: Marketing Director and Events Logistics Manager

Basic Function: Events Coordinator is a full-time position. This person will assist Events Logistics Manager with the execution of events and other functions required of the Marketing department.

Duties and Responsibilities:

Events Activities

- Assist with scheduling and directing staff, securing volunteers, delegating tasks and ensuring that the event runs smoothly
- Complete event setup form and floor plan
- Establish timeline and checklist for all tasks required for event
- Establish event resources and needs
- Clerical duties and tasks related to events
- Research and create event activities and props/sets
- Serve as event contact/lead when needed
- Maintain inventory of event materials
- Assist in managing interns, when needed

Marketing Activities

- Assist with design of marketing materials for events: flyers, posters, online ads, special event signage, postcards tickets, stickers
- Solicit sponsors for marketing initiatives and events
- Assist in generating publicity and awareness in schools, RGV communities, etc.
- Participate in travel expos and shows
- Perform media escorts or FAM tours when Marketing Coordinator is unavailable
- Assist in monitoring and responding to inquiries on social media channels: Facebook, Twitter, YouTube, TikTok and Instagram
- Assist with the decorating of parade entries

Requirements for Employment

1. Personality Traits – Requires creativity, flexibility, patience, and problem solving skills. Must have the ability to deal with people. Must be adaptable to performing under stress when confronted with unusual or unexpected situations, which require immediate and sustained attention. Must be able to manage their time efficiently to produce quality results. Should be self-motivated, friendly, enthusiastic, outgoing and have a positive attitude.

2. Hours of Employment – Must be willing to work a flexible schedule, which may include holidays (both religious and government), weekends and evenings. Especially important is to be available on a full-time basis for the month preceding the annual Zoofari fundraiser.
3. Education and Skills – Must be computer literate and able to efficiently utilize word processing and spreadsheet software. Bilingual (English/Spanish) capability is preferred. Must be able to effectively communicate both verbally and in writing. Must have a valid driver's license.
4. Physical Requirements – Must be able to walk various distances while setting up and producing events, sit at desk for extended periods performing administrative duties, bend or lift objects weighing up to 50 pounds and drive a motor vehicle to various Rio Grande Valley cities.