

Minnesota Zoo Volunteer Job Description

Professional Skill Set Volunteer

Social Media and Marketing Volunteer

Position Purpose & Scope

The position exists to support the work of the Minnesota Zoo's Marketing and Communications department, specifically the robust social media work executed on a daily basis. Every department works to support the Minnesota Zoo's mission to "connect people, animals and the natural world to save wildlife," and we are looking for help in sharing our various messages to a variety of audiences. A volunteer in this position will work independently in the areas of communications, strategy development, and event planning.

Reports To

Communications and Media Relations Manager, Minnesota Zoo

Qualifications

Must possess qualifications and/or experience to be successful at the responsibilities below
Must present a professional appearance, friendly manner, and be dependable and punctual
Must be courteous and personable when dealing with Zoo supporters, guests, other staff and volunteers
Must be self-directed, willing to take initiative, and detail-oriented
Must respect and maintain confidentiality of zoo information, guests, staff and volunteers
Career path in marketing, communications, event management, public relations a plus

Responsibilities

- Be willing to learn about the Minnesota Zoo's overall mission and goals
- Assist in the coordination and implementation of Zoo's social media initiatives
- Assist with Zoo events and general communications
- Assist with management of Zoo website content

Commitment

Now with commitment end date to be determined by the volunteer and Zoo staff.

Benefits

Free admission to the Zoo for volunteer and immediate family during the project commitment
Discount on Zoo Admission for friends and extended family during the project commitment
Discount at all food facilities at Zoo during the project commitment
Discount at gift shops at Zoo during the project commitment
Discount at IMAX Theater during the project commitment

Professional Skill Set Volunteer Positions Exist to Support not Supplant the Work of Paid Staff Positions.