

**Colchester Zoological Society is home to over 150 species and is dedicated to supporting conservation projects around the globe. As an award-winning visitor attraction with over 1 million guests visiting each year, every staff member at the Zoo works together to ensure that our guests have an enjoyable and unforgettable experience.**

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**JOB TITLE: Digital Marketing Co-ordinator**

Colchester Zoological Society are looking for a person to fill a vacancy that has arisen in the Business Development and Marketing Department at our award-winning zoo and charitable organisation at East Anglia's premier tourist attraction.

As part of the Business Development and Marketing Team, the successful applicant will assist towards producing exciting and engaging social media strategies, produce creative marketing campaigns to generate sales and attendance, as well as create content to spread awareness about the charity and our conservation work to help drive donations so that CZS can support wildlife and wild places.

**If you are:**

- Hard-working and committed.
- Practical and methodical.
- Able to work effectively and to deadlines.
- Patient and with great attention to detail.
- Work well as part of a team and independently on tasks.
- Creative and able to use their own initiative.
- Organised and great at multi-tasking.
- Experienced and have sound understanding of social media and digital marketing.
- Keen to learn more within the marketing environment.
- Open to new and different ways of working.
- Excellent with interpersonal, verbal and written communication skills.
- Interested in the tourism and hospitality business.
- Passionate about digital marketing, conservation and charity.

**we would love to hear from you!**

## KEY RESPONSIBILITIES

To liaise with management and other team members to create engaging and unique marketing campaigns across a range of digital platforms such as social media, including Meta advertising, CZS website, CZS app and digital screens.

### **Social Media:**

- Create a weekly social media content plan that covers a range of topics including, conservation, zoo news, updates, events and offers.
- Create social media posts that are engaging and educational, researching into trends and analysing data to produce content.
- Scheduling posts across all social platforms, including Facebook, Instagram, LinkedIn, TikTok and YouTube.
- Edit photos for social media and all digital platforms.
- Work with our in-house videographer to produce Meta advertising campaigns that run throughout the year to promote tickets sales, brand awareness and education.
- Use reports to analyse data to help produce a strong marketing strategy.
- Reply to and acknowledge comments on social media to help increase engagement and brand loyalty.
- Work with external companies and social media influencers on collaborations.
- Manage social media influencer requests and monitor their content.

### **Website:**

- Maintain the CZS and UmPhafa Nature Reserve websites, producing copy detailing the latest news, event information, stories, and conservation messaging.
- Create contact forms for CZS and the UmPhafa Nature Reserve websites.
- Highlight any potential issues or redevelopment work required with management and work alongside an external agency to complete any development work required.
- Update the website with new imagery, working with the in-house design team on graphics required.
- Write engaging content for individual pages.
- Analyse, update, and refine website content to ensure SEO.

### **App:**

- Ensuring the CZS App is up to date.
- Highlight any potential issues or redevelopment work required with management and work alongside an external agency to complete any development work required.
- Add events, points of interest, closure notices and fact files to the CZS App.
- Schedule push notifications to send instant messages to visitors.

**KEY  
RESPONSIBILITIES**

**Screens:**

- Maintain the digital screens that are located at various areas within the park ensuring that they are up to date with correct information.
- Highlight any screen issues and work alongside an external agency to complete any software upgrades required.
- Use CMS to update the content, schedule artwork and manage playlists.

**Email Marketing:**

- Produce engaging copy for our weekly email newsletter, as well as for our regular member email updates.

**Marketing:**

- Copy write stories that can be shared across all digital platforms tailoring information to suit the platform.
- Monitor the marketing inbox and respond to enquiries.
- Completing research as required by the management team.
- Copy check videos, artwork and other marketing content.
- Create audio announcements to be used across the Zoo's sound system and update music for special events.
- Take promotional photos when required.
- Produce surveys and reports when required.
- Assist with PR and marketing requests as well as providing office administration support.

## SKILLS AND QUALIFICATIONS

- A qualification in marketing, journalism or other relevant fields.
- Experience in a digital marketing or advertising role.
- Experience with websites, social media platforms and digital advertising.
- Excellent written and oral communication skills.
- Experience using Adobe programmes such as Photoshop.
- Experience with audio editing.
- Strong analytical thinking skills.
- Knowledge of the latest digital marketing trends and technologies.
- Knowledge of WordPress.

## EXPERIENCE

The ideal candidate will have experience working with websites, social media platforms and digital advertising, as well as producing content plans and marketing strategies for specific campaigns.

## WORKING HOURS:

- This is a permanent full time position, working 40 hours per week (5 days) in the office.
- Some weekend work may be required.

## UNIFORM:

Smart office wear – this will be discussed at interview.

## HOW TO APPLY

If you are interested in applying, please complete the **CZS Employment application form**, Please ensure all sections of the application form are completed, do not enter 'Refer to CV'.

Send your CV and completed Employment Application Form to [marketing@colchesterzoo.org](mailto:marketing@colchesterzoo.org)

Closing date is **31st May 2026**.

Please be aware that we will only process applications that include a completed application form and CV. We do have a lot of interest in our vacancies, if you have not heard from us after four weeks of submitting your application you should assume you have not been successful on the occasion.