

Marketing and Content Creator



Salary £30,700 – 34,000 depending on experience

Job Profile

Northumberland Zoo is a major animal attraction and wildlife conservation centre in the northeast of England. With the addition of numerous brand-new exhibits in the past few years, our future is looking bright, including several new species over the coming months and years as part of our master plan. We are a family-run, not-for-profit zoo and we are looking for a like-minded team player to join our team; you must be willing to adopt our Zoo ethos and join our mission in conservation, education & sustainability to inspire positive change.

This is a new and exciting role for the zoo, leading the future development of a marketing department. Initially, you will be both strategist and hands-on deliverer: creating and running campaigns, managing our online presence channels, shaping our behind-the-scenes storytelling and helping us attract more visitors outside of school holidays. This role also includes aspects of graphic design as all interpretation is created in-house.

Main Duties & Job Responsibilities

- Promote all aspects of the Zoo to enhance brand awareness, increase visitor numbers and supporters.
- Develop and manage any special offers and membership deals to encourage visitors during off-peak times.
- Work closely with the team to market events and activities with the aim to increase our visitor numbers.
- Increase awareness and engage with supporter journeys to promote a positive professional public face of the zoo through animal adoptions and memberships.
- Assist with managing the Zoo's branding and adherence across all departments.
- Maintain knowledge of other visitor attractions and current industry trends and develop ideas to further support the zoo.
- Design digital material for social media, the Zoo's website and other on-line locations.

Graphic Design

- Design digital material for social media, the Zoo's website and other on-line locations.
- Create promotional designs for Zoo events and any other activities, including fundraising campaigns, applicable to all advertising media.
- Design branded engaging signage for both internal and external locations.
- Design promotional material for printed marketing for posters and leaflets.
- Design habitat interpretation and develop theming for areas identified around the zoo.

Content Creation

- Plan, coordinate and execute in-house video and photo content. Liaise with the keepers to obtain unique animal content.
- Create adverts, editorials, articles and blogs to engage with our newsletter subscribers, the local community and magazine readers.
- Developing engaging stories and information about the zoo and our ambassador animals.
- Develop engaging content for our member's newsletters and other communications to maintain their support.
- Produce website blog content, to include current trends and SEO key words.
- Create press releases and be the PR point of contact for any queries.

Digital Marketing

- Assist in developing the Zoo's website by uploading regular content, keeping the information up to date, including What's On and Events information. Help improve the SEO, completing regular website assessments as well ensuring the customer experience is easy.
- Help maintain a calendar to plan, create and regularly post organic social media content for all aspects of the zoo.
- Monitor all social media channels and respond on brand to questions or comments, including customer feedback. Draft suitable responses in consultation with the relevant Head of Department.

We believe that to be successful in this role, you will have:

Essential skills:

- A passion for wildlife, conservation, and inspiring public support.
- Marketing experience
- Demonstrable graphic design experience, with experience using Adobe Software or Affinity equivalent.
- Skills in photography and videography with video editing skills in an appropriate editing suite.
- Social media management skills and experience using management systems.
- Ability to work with others, network, develop external relationships and listen to others' ideas.
- Great time management, organisational skills and the ability to prioritise a busy workload under pressure of deadlines.
- A good literacy level for writing engaging content and copy.

Desirable skills:

- A marketing or design degree.
- Experience in photography and photo editing.
- Experience with Social ads/spend and targeted audiences.
- Copywriting, proofreading or press experience.
- Marketing experience in the tourism or charity sector.
- Experience of working as part of an organisation with a strong ethical, charitable, or educational focus.

General

- Full driver's license and access to vehicle required due to rural setting of zoo
- Have great team working and communication skills and adaptability to suit the needs of the role
- Be able to work effectively and with minimum supervision within a timely manner
- Have strong interpersonal skills and be confident to interact with the public
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- 40 hrs per week across 5 days, includes weekends and bank holidays
- 28 days holiday increasing by 1 day each year to max 33 with service
- 1 additional day off for your birthday
- Company sick pay package after a successful probation
- Enrolment in pension scheme with employer contributions of 3% after 3 months
- £5 daily food allowance in the zoo café and discount in zoo shop
- Complimentary Zoo admission tickets for family and friends

To apply, please send your CV and covering letter to our HR dept: Jane (jane@northumberlandzoo.co.uk) by **Friday 12th June 2026.**

Interviews to take place w/c 22nd June.