

CHIMP HAVEN POSITION DESCRIPTION

POSITION TITLE: Marketing and Design Specialist

REPORTS TO: Digital Marketing & Content Officer

JOB CLASSIFICATION:

Shift: Days, but evening and weekend work may be required

Status: Full-time or Part-time

FLSA: Non-Exempt

Risk Level: 1

ORGANIZATIONAL OVERVIEW: At Chimp Haven we believe we're not that different, humans and chimpanzees. Chimps have personalities, emotions and relationships, just like us, and we're on a mission to connect them to the happy healthy lives they deserve. That's why we're providing and promoting personalized care for chimpanzees (most of whom were retired from biomedical research) by helping them, for their remaining years, live a good life – the chimp life. Chimp Haven serves as The National Chimpanzee Sanctuary and is located on 200 forested acres in northwest Louisiana just outside of Shreveport. Chimp Haven provides excellent care for more than 200 chimpanzees retired from research or no longer used in the entertainment industry or as pets. As more retired chimpanzees make their way from research institutions to sanctuary, our population continues to grow. Chimp Haven has a well-designed facility to support the physical and emotional well-being of all animals, experienced staff and high standards for operational excellence. Chimp Haven offers a competitive salary, excellent benefits, extensive training and an opportunity for professional advancement. Equal Opportunity Employer.

THE OPPORTUNITY: The Marketing & Design Specialist will drive design, video, and asset management for the sanctuary. He or she will lead and develop graphic design projects and videos for the organization, work cross-functionally with teams to collect and organize stories, bios, and various types of content for the marketing team, and lead merchandising efforts for the Chimp Haven store.

RESPONSIBILITIES AND SCOPE:

- Work with broader Chimp Haven team to lead efforts to collect and manage content for the marketing team, including stories, photos, videos, chimpanzee profiles, quotes, and various other content needs.
- Create and manage searchable digital asset database for the organization, to include chimpanzee photos, bios, and stories for marketing purposes, as well as marketing collateral, videos, photos, and design files.
- Design graphics and collateral for the organization, including digital content, printed and digital newsletters, physical signage, printed invitations, and physical merchandise, ensuring consistent, brand-right content and designs across all official Chimp Haven communications and materials.
- Shoot and edit brand-right photos and videos.
- Effectively direct and coach staff and other stakeholders who participate and/or speak in videos, ensuring clear execution of script and creative direction and effective storytelling.
- Develop and grow Chimp Haven's merchandise program and manage online and onsite sales and inventory.
- Design donor stewardship pieces.
- Manage printing and merchandise fulfillment vendor relationships.
- Work with care staff to gather animal-related information for social media, media pitching and donor relationship building as needed.

- Work with Digital Marketing and Content Officer and other members of leadership team to incorporate feedback and edits to all designs, collateral, and content.
- Attend training regarding chimpanzee safety, well-being, and species-typical behaviors; seek out other learning opportunities to advance sanctuary knowledge.
- Exhibit the highest ethical and moral values possible.
- Represent Chimp Haven in a professional manner at all times.
- Other duties as assigned.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Design, or related field and 2-4 years' related experience.
- Strong technical skills. Proficiency in MS Office applications (Word, Excel, Outlook and PowerPoint) and Adobe Creative Suites (Photoshop, Premiere Pro, InDesign and Illustrator).
- Excellent organizational skills.
- Excellent photography, graphic design, and video editing skills.
- Excellent written and oral communication skills.
- A passion for the mission and purpose of Chimp Haven.

PREFERRED KNOWLEDGE, SKILLS AND ATTRIBUTES:

- Enthusiasm for engaging with people – including staff, supporters, visitors, and donors – about Chimp Haven's work and mission.
- A strong understanding of storytelling and how to best elevate content with visual aids.
- Ability to proactively lead projects and create programs.
- Willingness to seek and listen to feedback from others and find the best way to incorporate feedback.
- Ability and willingness to work in a fast-paced, high-profile environment, managing multiple projects, competing priorities and tight deadlines.

LOCATION:

Chimp Haven in Keithville, LA