



MARKETING SPECIALIST (1807) EMERGENCY APPOINTMENT JOB BULLETIN

SALARY \$83,457.36 - \$121,980.96 annually

(The current salary range is subject to change. You may confirm the starting salary with the hiring department before accepting a job offer.)

SCHEDULE

Regular hours are 8:30 a.m. to 5 p.m. five (5) days a week, Monday to Friday.

Some evenings, weekends and holidays may be required depending on operational needs.

LOCATION Los Angeles Zoo – 5333 Zoo Drive, Los Angeles, CA 90027

DUTIES / JOB DESCRIPTION

Summary of Duties: Assist in the development and implementation of integrated marketing strategies, with the objective of creating effective marketing programs that heighten the visibility of specialized programs and/or increases attendance and revenue for the Los Angeles Zoo; and does related work.

Examples of Duties:

- Assists and collaborates with partner organizations and peer marketing professionals in the development and implementation of cooperative programs;
- Participate in the development of integrated marketing programs and responsible for managing implementation in coordination with the Department's partners and contractors;
- Collaborates with the Department's advertising agency, internal departmental staff, and media partners to develop and implement promotional content and marketing strategies in alignment with the Departmental mission;
- Assists in developing and administering of the marketing and advertising budgets;
- Seeks media trades for marketing purposes;
- Tracks and reports metrics for marketing initiatives and campaigns;
- May serve as lead worker to other professional, administrative technical, or clerical personnel engaged in marketing work;
- May occasionally be assigned duties for training purposes or to meet technological changes or unexpected emergencies.
- This position falls within the Communications and Marketing Division of the Los Angeles Zoo and reports to the Chief Communications Officer.



The Los Angeles Zoo strives to have a workforce that is representative of the diverse communities of Los Angeles and we encourage people of all backgrounds, including applicants who identify as Black, Indigenous, people of color, people with varying abilities, women and of the LGBTQAI+ communities, to apply.



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EMERGENCY APPOINTMENT

An emergency appointment is not a regular appointment. It is a temporary appointment which does not require that you successfully compete in the Civil Service examination process. The appointment may not exceed one year and must be terminated immediately when a regular appointment can be made from an eligible list. (City Charter Section 1013).

REQUIREMENTS

1. Graduation from an accredited four-year college or university with a degree in communications, marketing, public relations, or a related field; **and**
2. Three (3) years of full-time paid professional experience in marketing which includes implementing integrated marketing programs.

License:

A valid Class C driver's license issued by the California Department of Motor Vehicles (DMV) is required.

Physical Requirements:

- Strength to perform average lifting up to 5 pounds and occasionally over 15 pounds;
- Good speaking and hearing ability; and
- Good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Such accommodation will be evaluated on a case by case basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

HOW TO APPLY

Interested candidates should email an updated resume or a completed City application to lazoo.personnel@lacity.org and the subject line must include "**MARKETING SPECIALIST.**" Resumes and/or applications must be received by 4:00 p.m. on Friday, April 17, 2026, or until sufficient applications have been received.



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OUR VISION

Creating a just and sustainable world where people and wildlife thrive, together.

OUR MISSION

Through the passion of our team, the Los Angeles Zoo is leading the way in saving wildlife and connecting Angelenos to the natural world by providing exemplary animal care, delivering distinctive and diverse learning opportunities, and creating unforgettable experiences.

Saving Wildlife. Enriching Our Communities. Creating Connections to Nature.

ABOUT THE ZOO

The Los Angeles Zoo property comprises 133 acres and is home to more than 1,500 mammals, birds, amphibians and reptiles representing more than 250 different species, 64 of which are endangered.

The Zoo is owned and operated by the City of Los Angeles. The Zoo is operated and staffed by City employees as well as employees from its partner organizations and sub-contractors. In total, they represent approximately 350 full and part-time Zoo/City employees, and approximately 400 volunteers. The Zoo is open 363 days each year (closed Thanksgiving and Christmas) and the annual attendance for the Zoo is approximately 1.5 million visitors.

On average, the Los Angeles Zoo welcomes almost 5,000 visitors a day with capacity days up to 10,000 or more visitors. Each year, more than 130,000 school group attendees also visit the Zoo.

COMMITMENT TO EQUITY

The Zoo Department is committed to equity in all forms, including a culture of respect among all employees as well as ensuring a welcoming and inclusive environment for all guests.



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