

Gladys Porter Zoo

Job Description

Event Operations Assistant

Reports to: Events Logistics Manager

Basic Function: Event Operations Assistant is a full-time position. This individual serves as a core part of the team that coordinated Zoo events, working closely with and assisting the Events Logistics Manager with the execution of all department events and programs throughout the year. This includes assisting with scheduling and directing staff, securing volunteers, delegating tasks, and ensuring smooth event operations. This position also works in conjunction with the rest of the Marketing Department to successfully promote these events to attendees through multiple media platforms, including social media, press releases, television/radio advertisements, and media interviews.

Working Conditions & Environment: This is a hands-on, physically active role that requires working outdoors in varying South Texas weather conditions and in non-climate-controlled storage environments (including attic inventory spaces). Event days frequently involve physical labor, including loading/unloading trucks, setting up heavy tables/tents, washing and pressing table linens, and lifting prop boxes up to 60 lbs. Candidates must be comfortable working extended shifts (up to 16 hours during major event days such as 5K runs and Brew at the Zoo).

Duties and Responsibilities

Event Logistics & Execution

- Organize the day-to-day logistics, setup forms, resource needs, floor plans, and task checklists required for successful event planning.
- Assist in scheduling, directing, and delegating tasks to on-site staff and volunteers to ensure the event runs smoothly and safely.
- Recruit and manage participants, community volunteers, and marketing/event interns for special events (e.g., Kids Appreciation Day, Boo at the Zoo, Zoo Nights & Lights).
- Serve as the on-site event contact or lead coordinator when designated by the Events Logistics Manager.

Production, Props & Asset Management

- Coordinate the ordering, production, and fabrication of event props, operational supplies, theme decorations, and table centerpieces.

- Research quotes and act as the main point of contact with external vendors for event supplies, decor materials, and printing needs.
- Lead post-event breakdown, including cleaning and carefully packing away all props, centerpieces, decorations, and equipment.
- Ensure all supplies and equipment is fully cleaned, inventoried, and safely stored away.
- Conduct a post-event inventory of all materials and supplies, documenting needs for repairs or replacements so items are organized and ready to be used the following year.
- Maintain a clean, organized, and well-cataloged event storage facility year-round.

Marketing, Media & Display Support

- Partner with the Marketing team to promote events across multiple platforms, including drafting content for social media channels, assisting with press releases, and preparing for TV/radio advertisements.
- Assist with media escorts, familiarization (FAM) tours, and on-camera or radio promotional interviews as needed.
- Assist in generating publicity and brand awareness across local schools and Rio Grande Valley communities by participating in travel expos and regional shows.
- Decorate and maintain visual displays in the main breezeway and assist with the decorating of all seasonal parade entries.
- Solicit community sponsors and partners for marketing initiatives and special events.

Other

- Any other duties as assigned by the Events Logistics Manager or Director of Marketing.

Requirements for Employment

1. **Personality Traits:** Requires high creativity, flexibility, patience, strong delegation skills, and excellent problem-solving abilities. Must have an eye for visual presentation and decor. Must have a natural ability to work well with diverse groups of people, including staff, volunteers, and the public. Must be highly adaptable to performing under stress when confronted with fast-paced, unusual, or unexpected event situations. Should be self-motivated, friendly, enthusiastic, outgoing, and possess a positive attitude.
2. **Hours of Employment:** Must be willing to work a highly flexible schedule, which frequently includes holidays (both religious and governmental), weekends, and late evenings for event execution and breakdown. Full-time availability and extended hours are required during peak event seasons, particularly the month preceding the annual Zoofari fundraiser.
3. **Education, Experience & Skills:**
 - **Education:** High school diploma or GED required. An associate degree or relevant coursework/certifications in hospitality, event execution, logistics, or facility operations is a plus, but not required.

- **Experience:** Minimum of 1–2 years of hands-on experience in event execution, warehouse/inventory assistance, banquet setup, catering operations, or physical venue production preferred. ·
 - **Technical Skills:** Functional proficiency in standard office software (word processing, email and basic spreadsheet tracking) required for logging inventory and setups. Familiarity with basic design programs (such as Canva) is a plus. ·
 - **Communication & Language:** Ability to communicate effectively and clearly with staff, volunteers, and event vendors. Bilingual capability (English/Spanish) is strongly preferred to support diverse team and community interactions. ·
 - **Licensure:** Must possess a valid driver's license for driving zoo service vehicles and running event supply errands across the Rio Grande Valley.
4. **Physical Requirements:** Must be able to walk and stand for extended periods across various distances on Zoo grounds during event setup, execution, and cleanup. Must be able to perform physical labor associated with event breakdown, including bending, twisting, cleaning, and lifting or moving boxes of props and centerpieces weighing up to sixty pounds. Must be able to sit at a desk for administrative duties and drive a motor vehicle to various Rio Grande Valley cities.