



Assistant Director

Salary: \$70,024-\$75,796

Type: Full Time

Benefits: Full Benefits

Date Posted: 10/24/2025

About Salisbury Zoo

The Salisbury Zoological Park is committed to enhancing our quality of life by providing a friendly, relaxing environment where educational and recreational opportunities come together through participation and interaction. With its animals, staff, volunteers, and park-like setting, the Zoo encourages an appreciation of wildlife and inspires the conservation of our natural world.

Profile

Under the general supervision of the Zoo Director, the Assistant Director of the Zoo will provide strategic leadership and operational oversight for the Salisbury Zoological Park's Guest Services and Education divisions, as well as their marketing efforts. The Assistant Director will ensure that all programs and operations align with the Zoo's core values while maintaining compliance with AZA standards and City of Salisbury policies.

Education

Bachelor's degree in business administration, Marketing, Communications, Zoology, or related field preferred.

Experience

Minimum of five year progressive management experience in marketing, guest services, fundraising, or zoological operations.

Requirements/Certifications

Knowledge of AZA standards and institutional operations is strongly preferred.

Valid Driver's License

How to Apply

1 Visit salisbury.md/apply

2 Submit City application, cover letter, and resume

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Jobs will be posted for a minimum of 2 weeks.

the capital of the eastern shore

City of Salisbury, MD

Classification Description

Classification Title: Assistant Director

Grade: M6

Department: Salisbury Zoo

FLSA Status: E

Date: 10/24/2025

Position Profile: The Zoo Assistant Director provides strategic leadership and operational oversight for the Salisbury Zoological Park's Guest Services and Education departments, as well as their marketing efforts. The Zoo Assistant Director ensures that all programs and operations align with the Zoo's core values while maintaining compliance with AZA standards and City of Salisbury policies.

Duties and Responsibilities

Administrative Management: Provides administrative and managerial direction to ensure effective departmental performance and operational excellence.

- Oversees Guest Services and Education departments, ensuring alignment with Zoo and City goals.
- Develops and manages annual budgets for assigned departments, monitoring expenditures and fiscal performance.
- Analyzes market trends, attendance data, and guest feedback to guide decision-making.
- Supervises the Development Supervisor and Education Curator to ensure high performance and consistency.
- Collaborates with the City Communications Director to ensure accurate, consistent branding and messaging.
- Assists the Zoo Director with strategic planning, public relations, and fundraising efforts.

Skills Proficiency/Strategic Planning: Demonstrates professional knowledge in zoo operations, guest experience, and community outreach to support the Zoo's mission.

- Applies knowledge of zoological management, education program design, and marketing best practices.
- Develops and executes strategic initiatives that enhance revenue generation and visitor engagement.
- Maintains working knowledge of AZA standards and City of Salisbury operational policies.
- Ensures departmental activities support the Zoo's long-term sustainability and community impact.

- Proficient in Microsoft Office Suite and donor management software; able to prepare clear and compelling reports and presentations.

Leadership/Team Leader: Provides effective leadership and direction to departmental staff to ensure operational and educational excellence.

- Recruits, trains, and evaluates staff, ensuring a high standard of customer service and professionalism.
- Provides guidance to Guest Services and Education teams on daily operations, pricing, and programming.
- Collaborates with the Marketing and Development Supervisor to strengthen sponsorship and fundraising initiatives.
- Encourages a culture of teamwork, accountability, and creativity across Zoo departments.
- Represents the Zoo at City Council meetings, AZA conferences, and community events.

Stewardship/Financial: Manages financial resources responsibly and supports fundraising and sponsorship development.

- Develops and monitors budgets for assigned departments, implementing cost-effective solutions.
- Assists with revenue management initiatives, including gate donations, retail operations, educational programming, and special events.
- Collaborates with the Salisbury Zoological Foundation to coordinate annual appeals, campaigns, and sponsorship benefits.
- Tracks contributions and maintains accurate records to ensure transparency and compliance.

Development/Leadership Development: Promotes education, engagement, and leadership development within the organization and community.

- Oversees the Education Department to ensure programming meets AZA educational standards.
- Pursues ongoing professional development to maintain best practices in leadership and Zoo management.
- Represents the Zoo at City Council meetings, AZA conferences, community events, and other professional forums.
- Supports partnerships with schools, community organizations, and peer institutions.

Performance Expectations

- **Communication:** Demonstrates strong verbal and written communication with staff, media, and the public.
- **Work Ethic:** Exhibits professionalism, reliability, and integrity in all responsibilities.
- **Teamwork:** Builds and sustains effective relationships across departments and with community partners.
- **Problem-Solving:** Uses creativity and critical thinking to address operational and strategic challenges.

- **Initiative:** Anticipates needs and takes proactive steps to improve guest experience and operational efficiency.

Education and Experience

- Bachelor's degree in business administration, Marketing, Communications, Zoology, or related field preferred.
- Minimum of five year progressive management experience in marketing, guest services, fundraising, or zoological operations.
- Experience supervising teams and managing multi-departmental projects.
- Knowledge of AZA standards and institutional operations is strongly preferred.
- Valid Driver's License required.

Physical Requirements

- Work requires routine movement around the Zoo grounds and occasional lifting up to 20 pounds.
- Work environment involves typical office and outdoor settings, requiring adherence to standard safety precautions.
- Schedule includes evenings, weekends, and holidays as needed for Zoo operations and events.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.