



## Job Title: Communications Specialist

The Memphis Botanic Garden is a not-for-profit 501(c) (3) organization managed by the Memphis Botanic Garden Foundation, Inc. for the benefit of the City of Memphis. Hosting over 260,000 visitors each year, Memphis Botanic Garden strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment.

### Why this role matters

This role captures the energy of the Garden and shares it with the public in real time—helping drive awareness, attendance, and connection through social media and storytelling. You'll be on the front lines of how people experience the Garden online.

### Overview

The Communications Specialist supports the organization's social media presence and content creation, helping share the story of Memphis Botanic Garden with a broad and engaged audience. This role is responsible for developing and posting content across social platforms, capturing photo and video at events and programs, and interacting with followers online. The Specialist also assists with media visits and public relations activities, helping create positive and memorable experiences for both visitors and media partners.

**Type:** Part-time / Hourly

**Hours:** 20-30 hours/week; includes evenings and weekends for event support

**Pay Rate:** \$16-18/hour

**Reports to:** Marketing & Communications Manager

### Key Responsibilities:

- Owns execution of all social media content, including posting, scheduling, and engagement across platforms
  - Monitors and responds to social media comments and posts
  - Creates & drafts social media content including working with internal departments for relevant and timely content
  - Expands social media activity and seeks greater engagement with the public and outside organizations
- Coordinates and hosts on-site media visits in partnership with the PR Consultant and Marketing & Creative Manager
- Captures and coordinates photo and video content to support marketing, social media, and PR efforts
- Assists with Live at the Garden and Radians Amp tasks as needed
- Assists with events and auctions
- On-call for all Radians Amphitheater events for updates, emergency notifications, monitoring social media, etc.
- Completes other tasks as assigned.

**Qualifications & Requirements:**

- Bachelor's degree in Marketing, Communications, Public Relations, or related field preferred or equivalent experience.
- 1–3 years of experience in social media management, content creation, or digital communications.
- Proven experience managing social media platforms for a brand or organization.
- Strong photography and video skills, including shooting and basic editing on mobile.
- Experience using social media scheduling and analytics tools.
- Strong writing skills with the ability to create clear, engaging, platform-specific content.
- Comfort capturing live content during events and working in fast-paced environments.
- Basic understanding of brand voice, audience engagement, and content strategy.
- Ability to monitor performance and adjust content based on engagement insights.
- Strong organizational and time management skills.
- Ability to work evenings and weekends as required for events and real-time coverage.

**Attributes:**

- Creative thinker with a strong visual eye and sense of timing
- Detail-oriented with a focus on accuracy and brand consistency
- Proactive and self-directed, able to identify content opportunities in real time
- Comfortable being on-site, visible, and engaged during events and programs
- Strong communicator who interacts professionally with the public and media
- Adaptable and quick to respond in fast-moving situations
- Reliable and accountable, with consistent follow-through
- Team-oriented and collaborative across departments

**Special Requirements:**

- In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.
- Hours and schedule vary weekly, including evenings and weekends for event coverage.
- Position is primarily on-site at the Memphis Botanic Garden.
- Must have reliable transportation.
- Ability to work outdoors and capture content in varying weather conditions.
- Position requires walking, standing, and carrying basic photo/video equipment.

**How to Apply:**

Please email your application to [olivia.wall@membg.org](mailto:olivia.wall@membg.org).

Subject line must read: Communications Specialist Application – [Your Name]

Applications without this subject line will not be considered.

NO PHONE CALLS.

Include the following:

- Resume
- Cover letter which outlines your experience with social media and why this role interests you

- 2–4 examples of social media work you have created or managed (links required)
- Create 1 sample Instagram post promoting a spring event at Memphis Botanic Garden (caption + visual or concept)
- 3 contactable references

Optional but encouraged:

- Links to accounts you have managed or contributed to
- Examples of photo or video content you have captured

Equal Employment Opportunity Statement:

Memphis Botanic Garden is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, or genetic information.

Physical Demands and Work Environment:

This role operates in both office and outdoor event settings, requiring frequent walking, standing, and real-time content capture across the Garden. Work includes extended mobile and computer use, carrying basic photo and video equipment, and exposure to varying weather conditions.

Disclaimer:

This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it. Duties and responsibilities are subject to change.