



## Job Title: Marketing & Communications Coordinator

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 keeps the engine running—ensuring that everything from event promotions to daily communications is accurate, timely, and ready for the public. Your work directly supports attendance, engagement, and the overall visitor experience.

### Overview

The Marketing & Communications Coordinator supports the execution of day-to-day marketing efforts, with a focus on email communications, website content, and digital platforms. This role helps ensure that event information, program details, and key messages are accurate, timely, and effectively shared with the public. Working closely within the marketing team, the Coordinator plays an essential role in keeping projects organized, supporting campaigns, and helping deliver a seamless communication experience across channels.

**Type:** Full Time / Hourly

**Pay Rate:** \$18-21/hour

**Reports to:** Marketing & Communications Manager

### Key Responsibilities:

- Coordinates email marketing and communications across MBG, LATG, and Radians Amphitheater brands
  - Builds, formats, and deploys email campaigns using approved messaging and assets
  - Manages SMS system
- Maintains accuracy and timeliness of all website & digital content, including event pages, ticket pages, and key visitor information on all websites and other digital platforms utilized by MBG, LATG, and Radians Amphitheater (including Ticketmaster, Wordpress, Engage by Cell, HelloBar, ScreenCloud, OneCause, etc.)
- Coordinates, distributes, and tracks marketing deliverables to partners, vendors, and external stakeholders, ensuring all assets are accurate, on time, and aligned with brand standards.
- Compiles monthly events for distribution to the box office manager for ticketing needs and the public
- Ensures event information is sent to third-party/community calendars and marketing partners in a timely manner
- Writes and copyedits articles, descriptions, and other copy for various outlets on behalf of the Garden or a staff member.
- Coordinates commercial photo/video shoots (magazines, advertising, film, tv, product, etc.)

- Disseminates organizational messaging
- Oversees rack card distribution.
- On-call for all Radians Amphitheater events for updates, emergency notifications, monitoring social media, etc.
- Assists with events and auctions
- Assists with LATG and Radians Amp tasks as needed
- Supports scheduling and logistical coordination for media activities
- Completes other tasks as assigned.

**Qualifications & Requirements:**

- Bachelor's degree in Marketing, Communications, Public Relations, or related field preferred.
- 1–3 years of experience in marketing, communications, or digital content management.
- Experience building and deploying email campaigns using platforms such as Mailchimp or similar.
- Working knowledge of content management systems such as WordPress.
- Familiarity with social media platforms, SMS tools, and digital communication channels.
- Strong writing and copyediting skills with attention to accuracy and clarity.
- Experience managing multiple deadlines and maintaining organized workflows.
- Ability to follow established brand guidelines and messaging frameworks.
- Comfort working with multiple systems and platforms simultaneously.
- Strong organizational, time management, and communication skills.
- Ability to work in a fast-paced, deadline-driven environment with flexibility for evenings and weekends as needed.

**Attributes:**

- Detail-oriented with a strong focus on accuracy and consistency
- Highly organized and able to manage multiple tasks and deadlines
- Reliable and accountable, with strong follow-through
- Clear and effective communicator, both written and verbal
- Team-oriented with a collaborative mindset
- Proactive and responsive, able to anticipate needs and keep projects moving
- Adaptable and comfortable working across multiple platforms and systems
- Positive attitude with a willingness to jump in where needed

**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 & schedule for this position are primarily between Monday & Friday from 9 am-5 pm including some evenings, weekends, and holidays.
- Position is primarily on-site at the Memphis Botanic Garden.
- Must have reliable transportation.
- Ability to work outdoors as needed for events, installations, and activations.
- Position requires walking, standing, and occasional lifting of materials and signage.

Full benefits package offered including health, dental, and vision insurance plans, paid sick leave and paid vacation, 12 paid holidays annually, and a 401K match program.

**How to Apply:**

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

Subject line must read: Marketing & Communications Coordinator Application – [Your Name]

Applications without this subject line will not be considered.

NO PHONE CALLS.

Include the following:

- Resume
- Cover letter outlining your experience with email marketing, website management, and project coordination
- 2–3 examples of work, which may include email campaigns, website pages, or written content (links or PDFs)
- 1 sample email draft promoting an upcoming Garden event (subject line + body copy)
- 1 example of how you organize or track projects, such as a timeline, checklist, or system you have used
- 3 contactable references

Optional but encouraged:

- Links to websites or platforms you have managed or updated
- Examples of copywriting or content editing work

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 settings, requiring extended periods of computer work along with frequent walking, standing, and on-site event support throughout the Garden. Occasional lifting of marketing materials and exposure to varying weather conditions is expected.

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.