



## **Job Opening**

### **Communications & Marketing Associate**

The Friends of Birmingham Botanical Gardens, the nonprofit, mission-driven membership organization that seeks to protect, nurture, and share the wonders of Birmingham Botanical Gardens, seeks a dynamic **Communications and Marketing Associate** to join our dedicated, energetic team. The position will report to the Director of Communications and Marketing and will help leverage social media, the Birmingham Botanical Gardens website, other digital platforms, and award-winning print publications to promote the Gardens; support the Friends' education, membership, and fundraising efforts; and inspire a passion for plants, gardens, and the environment in a wide, diverse audience.

#### **Responsibilities:**

- Produce content for digital (e-newsletters, social media, etc.) and print (quarterly magazine, annual report, etc.) materials to promote the Friends' education, fundraising, and membership initiatives
- Website management and content creation at [bbgardens.org](http://bbgardens.org)
- Help to build and implement a strategic social media plan by creating high-quality content that supports the Friends' distinctive mission in keeping with the organization's brand identity across multiple platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok, etc.)
- Evaluate analytics and stay up-to-date on social media trends to extend reach and engagement
- Produce high-quality photos and videos and manage the Friends' cloud-based photo database
- Submit monthly event listings to local media and online calendars
- Work with advertisers on ad placement
- Field media inquiries, pitch and develop story ideas, and draft and distribute media releases
- Create promotional slide shows for lobby screens and special events

#### **Qualifications:**

- Excellent written and verbal communication skills
- Positive, flexible problem-solving skills
- Ability to communicate effectively and creatively with a broad audience

- BA/BS required — Journalism, PR, or Communications/Marketing preferred
- 1–2 years of prior experience in a communications role preferred but not required
- Experience with and firm grasp of social media platforms, as well as Hootsuite and Later
- Fearless and capable photographer and videographer
- Strong working knowledge and proficiency in Word, PowerPoint, Excel, Google Docs, Constant Contact, InDesign, Photoshop, and WordPress
- Familiarity with Google Analytics, SEO, and/or graphic design preferred
- Working knowledge of AP Stylebook and Chicago Manual of Style
- Strong organizational skills and attention to detail
- Proofreading skills
- Ability to multitask and meet deadlines
- Enthusiasm for the Friends' mission and readiness to assist beyond this job description

Some evening and weekend work, depending on operational needs, and work in inclement weather is required. Occasional travel may be required. This is a full-time position.

### **About Birmingham Botanical Gardens**

A facility of the Birmingham Park and Recreation Board, Birmingham Botanical Gardens is the result of a public/private partnership between the City of Birmingham and the nonprofit Friends of Birmingham Botanical Gardens. The Gardens encompasses 67 acres featuring more than two dozen garden spaces that reflect the cultivated and natural landscapes of the region and showcase the many plants that thrive in Southern gardens. Annual attendance exceeds 300,000 visitors.

### **About the Friends of Birmingham Botanical Gardens**

A mission-driven membership organization, the nonprofit Friends of Birmingham Botanical Gardens seeks to protect, nurture, and share the wonders of Birmingham Botanical Gardens. We are dedicated to serving the Gardens; serving the community; serving our visitors; and inspiring a passion for plants, gardens, and the environment.

For more information, visit [bbgardens.org](http://bbgardens.org).

### **To Apply:**

Please email letters of interest with a resume, two writing samples, and additional examples of creative work (videos, photos, graphic design, website, e-newsletter, social campaigns, etc.) **in one PDF** to [careers@bbgardens.org](mailto:careers@bbgardens.org). Position will be open until filled.

Thank you for your interest!