Summary

Clean Memphis is a nonprofit organization dedicated to educating youth, engaging leadership, and empowering communities to sustain a cleaner Memphis. In addition to our long-running program work, we are bolstering our online presence to broaden our reach throughout our community.

Clean Memphis is seeking a part-time Marketing Communications Coordinator with a strong passion for and understanding of sustainability in areas of waste reduction, litter abatement, and community beautification. This person will manage 4 brands across 4+ social media channels, mass media channels, email, and web. They will also work alongside the Director of Communications Strategy to help develop branding and channel growth strategies.

The Marketing Communications Coordinator is a part-time position—approximately 20 hours per week. This employee will be remote but must be proximal to Memphis to regularly attend in-person meetings, document local events, and check in with the Director of Communications Strategy at our office.

Job Responsibilities

Content Management
- Prepare monthly social media editorials and email newsletters
- Coordinate and correspond with designers and photographers to ensure projects stay on schedule
- Gather and organize written and graphic content
- Schedule and publish content across channels

Content Creation
- Interview local “heroes” and author stories to be published digitally
- Write press releases
- Create video reels to be published on social media
- Utilize Canva for light graphic design

Channel Management
- Ensure that all website content is current and accurate
- Ensure all digital profiles (Google, Facebook, Instagram, and LinkedIn) are current and accurate


2112 Court Ave, Memphis, TN 38104 • 901.235.2416
Qualifications & Requirements

- Bachelor’s degree preferred but not required
- 1-2 years’ experience with social media management, content creation, or journalism
- Experience writing for and about marginalized populations with dignity and sensitivity
- Ability to work outside on occasion
- Ability to work occasional evenings and weekends
- Must have reliable transportation and the ability to regularly attend meetings, events, and interviews in person throughout the greater Memphis area

Knowledge, Skills & Abilities

- Comprehensive knowledge of social media landscape
- Some understanding of graphic design and photography as they relate to digital marketing campaigns
- Excellent command of spelling, grammar, and usage
- Strong, flexible writing voice capable of adapting to varying audiences
- Ability to maintain consistency across multiple media platforms
- Ability to manage deadlines both personally and for collaborative projects
- Proficiency with Microsoft Office, Canva, Later, and WordPress (or equivalent software)
- Some familiarity with environmental issues and sustainability efforts in Memphis

Reporting & Analysis

- Prepare custom monthly reports using data from channels and reporting features in publishing tools
- Analyze our marketing performance and provide ideas for improvement

Job Responsibilities (cont)

Community Management

- Engage with social media audiences and ambassadors
- Act as customer service agent, replying to all digital inquiries with timeliness and courtesy

Reporting & Analysis

- Prepare custom monthly reports using data from channels and reporting features in publishing tools
- Analyze our marketing performance and provide ideas for improvement

To Apply

Interested candidates should submit a cover letter, resume, and at least one published writing sample to Lisa Brown (she/her), Director of Communications Strategy, through our website at www.cleanmemphis.org/careers by Monday, September 12, 2022.