



At the Women's Foundation for a Greater Memphis (WFGM), we believe in the power of community to transform lives. For 30 years, we have championed women and children in Shelby County and across the Mid-South, creating opportunities that lead to stability, growth, and lasting impact. Through philanthropy, leadership, and strategic partnerships, we invest in programs that help families thrive and reach their full potential. Joining WFGM means becoming part of a passionate, mission-driven team where your work will directly shape stronger communities and a brighter future for generations to come

Position: Marketing and Communications Specialist

Reports to: Director of Communications and External Affairs

Category: Nonexempt, Part-Time

Department: Marketing and Communications

WFGM seeks a detail-oriented and creative **Marketing & Communications Specialist** to support the organization's day-to-day communications and marketing needs. Reporting to the Director of Communications and External Affairs, this part-time position contributes to the production of digital and print content, maintains WFGM's online presence, and ensures consistent messaging across platforms. The Specialist helps share WFGM's story and impact through engaging, mission-aligned communications that reach donors, partners, and the broader community.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Coordinate and produce internal and external communications (e.g., website updates, e-newsletters, and social media content) in collaboration with WFGM staff to ensure consistent and accurate messaging.
- Create and schedule social media posts that highlight programs, events, and community impact, maintaining a content calendar that aligns with organizational priorities.
- Draft and edit written materials, including blog posts, web features, e-newsletters, and press releases, that showcase WFGM's mission, initiatives, and outcomes.
- Collaborate with WFGM staff to capture and write engaging stories about organizational initiatives, milestones, and events for use across digital and print platforms.
- Interview program participants, partners, and grantees to write engaging content for the website, newsletter, social media, and marketing materials.
- Capture and curate photos, videos, and stories from events, programs, and grantee partners for use across digital and print platforms.
- Assist in maintaining website content, including event information, partner highlights, and other timely updates.
- Prepare marketing materials such as flyers, presentations, and event collateral using approved templates and brand guidelines.
- Monitor engagement metrics on social and digital platforms and provide summary updates to the Director to inform future content planning.
- Stay current on trends in digital communications and social media that can enhance audience engagement within WFGM's established brand and communications plan.
- Attend select WFGM events, as scheduled in advance, to capture and share content that amplifies visibility and storytelling opportunities.



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QUALIFICATIONS:

- Bachelor's degree in communications, marketing, public relations, or a related field, or an equivalent combination of education and experience; two to three years of relevant professional experience, preferably in a nonprofit setting.
- Strong writing, editing, and storytelling skills with attention to detail and tone.
- Working knowledge of social media platforms such as Facebook, Instagram, YouTube, and LinkedIn.
- Proficient in Microsoft Word, PowerPoint, and Excel.
- Experience using design tools such as Canva or Adobe Creative Suite is a plus but not required.
- Strong organizational skills with the ability to manage multiple projects and meet deadlines.
- Professional communication and interpersonal skills to collaborate effectively with staff, donors, board members, community partners, and vendors.
- Flexibility to work occasional evenings and weekends for events.

WORK ENVIRONMENT:

This position is based in WFGM's office and offers the opportunity to work in a collaborative environment alongside staff and community partners dedicated to advancing equity and opportunity for women and families.

COMPENSATION: \$28.75 per hour, up to 20 hours per week. Apply by submitting your cover letter and resume to administration@wfgm.org. Only candidates selected for an interview will be contacted. No phone calls, please.