



OPEN POSITION: Social Media Specialist at the Memphis Medical District Collaborative (MMDC)

Organization Overview

The Memphis Medical District Collaborative (MMDC) seeks a **Social Media Specialist** to join our growing team. Established in 2016, MMDC is a not-for-profit, community development organization committed to strengthening the communities between and around its anchor institutions – major healthcare and educational institutions – including ALSAC / St. Jude Children’s Research Hospital, Baptist Health Sciences University, Le Bonheur Children’s Hospital, Methodist Le Bonheur Healthcare, Regional One Health, Shelby County Health Department, Southern College of Optometry, Southwest Tennessee Community College and University of Tennessee Health Sciences Center. Together, these institutions have more than 25,000 employees, 8,000 students, a collective spend of \$1.3 billion, and control more than 300 acres of real estate. The Memphis Medical District is also home to more than 10,000 residents. These institutions, along with local and national philanthropy, area corporations, and collaborative community partners, support the work of MMDC to revitalize the Memphis Medical District and make it a preferred destination to work, live, learn, and visit.

MMDC Departments

MMDC’s approach is comprehensive and inclusive of residents, employees, students, and visitors to the district. In addition to connecting the dots across the major healthcare and educational institutions, MMDC also focuses on the following program portfolios:

1. Clean and Safe Streets & Public Spaces – Catalyzing connections between people and place through improvements to the public realm, including parks, streetscapes, sidewalks, plazas, and enhanced mobility options. District Ambassador program; Coordination of safety efforts, hospitality assistance, and environmental and cleanliness improvements.
2. Development – Fundraising, grant writing and management, and donor/partner cultivation and recognition.
3. Economic Development – Supporting and connecting the diverse neighborhoods in the District through growing and attracting small, minority, and women-owned businesses, as well as supporting existing businesses through programs like Buy Local.
4. Marketing and Communications – Promoting the organization’s mission, values, and impact to various stakeholders through creatively telling the District’s and the organization’s story.
5. Real Estate – Cultivating a rich environment for appropriate development through coordinated planning and investment, with a focus on creating mixed-use, mixed-income places.
6. Workforce Strategies – Through Hire Local, connecting neighborhood residents to training, education, and employment opportunities where there is a clear career pathway, a livable wage, and a growing career field.

Title	Social Media Specialist
Reports To	Director of Community Engagement & Narrative Strategy

Summary	The Memphis Medical District Collaborative (MMDC) is seeking an innovative, strategic, and highly creative Full-Time Social Media Specialist to join our team at one of the <i>Memphis Business Journal's</i> 2024 & 2025 Best Places to Work. As MMDC centralizes digital storytelling in-house, we are seeking a versatile storyteller to amplify our core pillars: Economic Development, Real Estate, Workforce Development, Streets & Public Spaces, and Community Engagement. The ideal candidate will build dynamic community connection and business spotlights on Instagram, while driving high-level professional storytelling and corporate partner engagement on LinkedIn. This role requires an authentic voice that reflects the diverse energy of Memphis.
Experience and Qualifications	• Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Graphic Design, or related field; or equivalent experience. • Minimum of 2 years of experience managing social media and digital communications. • Experience creating content using Canva, Adobe Creative Suite, or similar design platforms. • Strong photography and videography skills. • Excellent written and verbal communication skills. • Ability to manage multiple projects and deadlines simultaneously. • Ability to work occasional evenings and weekends for events Preferred Experience • Working in nonprofit, community development, economic development, or public sector organizations. • Experience with website management platforms. • Experience with email marketing platforms. • Familiarity with social media analytics and reporting tools
Salary Range	\$40,000 - \$45,000 commensurate with experience.
Key Benefits	• Hybrid schedule • Generous benefit package • Parental leave • Professional development opportunities • 401(k) employer match • 20 Days per calendar year of paid leave • At least 10 office closing days for public holidays • Up to 10 remote workdays while traveling • Phone reimbursement
Physical Requirements	• Tasks require the ability to exert light physical effort in sedentary to light work, including lifting, carrying, pushing, and/or pulling objects and materials of light weight (5-10 pounds). • Lifting/moving supplies • Tasks may involve extended periods at a keyboard or workstation.

Essential Duties and Responsibilities:

- **Social Media Management**
 - Develop and manage MMDC's social media content calendar.
 - Create, schedule, and publish content across all social media platforms
 - Monitor social media channels and respond to comments, messages, and inquiries as appropriate.

- Track and report on social media analytics, engagement, and growth metrics.
- Stay current on social media trends and recommend new strategies and tools.
- **Content Creation**
 - Create graphics, videos, reels, stories, and other digital content.
 - Capture photos and videos at events, meetings, ribbon cuttings, and community activities.
 - Conduct interviews and gather testimonials from program participants, community members, partners, and stakeholders.
 - Write engaging captions, blogs, newsletters, and promotional materials.
 - Maintain MMDC's visual brand standards across all communications.
- **Communications & Marketing**
 - Assist with the development and distribution of newsletters, email campaigns, and press releases.
 - Support marketing and promotion of MMDC events, programs, and initiatives.
 - Maintain website content and assist with updates as needed.
 - Coordinate with external vendors, photographers, videographers, and designers.
- **Collaboration & Organizational Support**
 - Attend departmental meetings to identify storytelling opportunities.
 - Work closely with Workforce Development, Real Estate & Economic Development, Streets & Public Spaces, Community Engagement, and Operations teams.
 - Support organizational campaigns, sponsorship recognition, fundraising efforts, and special projects.
- **Additional Responsibilities**
 - Performs other duties and special projects as assigned to support the mission, goals, and operational needs of the Memphis Medical District Collaborative (MMDC)

Work Authorization: Applicants must be legally authorized to work in the United States. MMDC does not provide employment visa sponsorship.

Submittal

If you are interested in applying, please upload your resume and cover letter [here](#) or at <https://wkf.ms/4gQiUYa>. Applications will be evaluated on a rolling basis, so please submit as soon as possible.

NO PHONE CALLS. For more information: www.memphismedicaldistrict.org