JOB DESCRIPTION

DEPARTMENT: Marketing  
TITLE: Communications & PR Specialist  
REPORTS TO: Marketing Manager

DATE EFFECTIVE: November 21, 2022  
FULL-TIME or PART-TIME: Part-Time, 30 Hours/Week  
EXEMPT or NON-EXEMPT: Exempt

ABOUT THE SAN ANTONIO BOTANICAL GARDEN
For nearly 40 years, the San Antonio Botanical Garden has inspired people to connect with the plant world and understand the importance of plants in our lives. Recognized nationally for commitment to outstanding displays, botanical diversity, education, environmental stewardship, and experiences that connect people to the natural world, the Botanical Garden is a top San Antonio attraction that serves as a museum of plants, a tranquil escape, a living classroom, a research and conservation facility, and entertainment venue where art, architecture, music, and theater experiences come to life for more than 160,000 annual visitors. The Garden features 38 acres of nature space located deep in the heart of San Antonio. For more information, visit www.sabot.org.

SUMMARY OF RESPONSIBILITIES
The Communications & PR Specialist will work in conjunction with the Director of Marketing and Marketing Manager to support the organization’s marketing communication and public relations efforts in a fast-paced collaborative atmosphere. The Communications & PR Specialist will manage internal and external communications and will shape the organization’s image to promote the Garden’s mission and values. The position requires someone with phenomenal copywriting and organizational skills. The Communications & PR Specialist will work to maintain media relations and collaborate with other departments to promote Garden events, programs, and values. This position reports to the Marketing Manager.

COMPETENCIES/SKILLS

- Excellent research skills and effective communication skills, both oral and written.
- Knowledge of AP style.
- Proficiency with technology, publishing software (i.e., Microsoft Office Suite), social media and video editing tools, and email marketing system (Constant Contact)
- Must possess a positive attitude, strong work ethic and a high degree of professionalism.
- Ability to work effectively under pressure and in a fast-paced environment.
- Solid customer service skills with the proven ability to work with people of diverse backgrounds.
- Strong analytical, organizational and project management skills with the proven ability to meet deadlines and accomplish a variety of long- and short-term goals.
- Other core competencies expected: initiative, ability to easily grasp new skills, autonomous work, attention to detail, creativity, collaborative, oral/written communication, achieving measurable results, decision-making, flexibility, respect, and perseverance.
QUALIFICATIONS

- Bachelor’s degree in public relations, communications, journalism, marketing, or related field, **required**
- Minimum of 2 years of related experience in digital communications, marketing, public relations, preferably in the nonprofit and/or cultural sector, **required**
- **Experience in project management and execution of PR campaigns and/or initiatives, required**
- Must have flexible working hours including evening and weekend duty, **required**
- Fluency in Spanish language, **desired**

TASKS/FUNCTIONS (List all applicable tasks, responsibilities, and/or functions of this position)

- Collaborates with the marketing team to formulate and execute PR plans and strategies.
- Manage media relations and requests on behalf of the Garden.
- Draft content (e.g., press releases) for mass media or company website.
- Creates and leads the development of a multi-channel marketing editorial content calendar.
- Responsible for serving as in-house photographer and provides support with managing professional photographers.
- Monitors online reviews, comments, and messages and responds to each in a timely manner and with care.

Assists and performs other duties as assigned.

**Compensation:** Compensation will be commensurate with the qualifications and experience of the individual.

**PHYSICAL DEMANDS / WORKING CONDITIONS**

The physical demands and characteristics of the work environment described here are representative of those occurring in the performance of the essential functions of this job. The employee occasionally may lift and move up to 40 pounds. Although the position is primarily located indoors, the ability to work outdoors in a variety of weather conditions is expected. Expected to perform with minimum supervision and act independently within the scope of normal duties and responsibilities. On regular occasion, required to work extended hours as well as weekend and evenings in an outdoor setting.

*Job descriptions are guidelines that attempt to characterize major duties and responsibilities of employees and are subject to change as needs and programs change. At the San Antonio Botanical Garden, they are considered neither inclusive nor exclusive.*

The San Antonio Botanical Garden is an Equal Opportunity Employer