



OPEN POSITION: Marketing & Communications Specialist at the Memphis Medical District Collaborative (MMDC)

The Memphis Medical District Collaborative (MMDC) seeks a qualified Marketing & Communications Specialist to join our 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, 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 organization’s mission, values and impact to various stakeholders through creatively telling the District’s and 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	Marketing & Communications Specialist
Reports To	Director of Marketing & Communications
Summary	<p>We are seeking a Marketing & Communications Specialist to join our team at MMDC, one of Memphis Business Journal's 2025 Best Places to Work. The ideal candidate will drive strategic visibility and community involvement through creative engagement and storytelling. This role requires proven writing skills to transform information into compelling stories and targeted messaging for diverse audiences. Key functions include drafting creative, multi-platform copy to highlight the transformational work happening in the Medical District. This role works closely with the team to implement strategies that highlight the vibrancy of the Medical District, promote MMDC initiatives, and elevate the voices of the community.</p>
Experience and Education	<ul style="list-style-type: none"> ● Education: Bachelor's Degree in Communications, Marketing, English, Public Relations, or Journalism. ● Experience: A minimum of 2 years of proven professional experience working in a marketing or communications or related field ● Communication & writing: Excellent writing, editing, and verbal communication skills are essential, along with a solid understanding of effective communications and engagement strategies. ● Professional skills: Demonstrated strong time-management and organizational skills, and a proven ability to be a fast-paced, self-directed learner. <p>The ideal candidate must be an outgoing, energetic, and engaging communicator who thrives on public interaction and is eager to represent the organization at community functions. While not strictly required, experience in event planning and basic graphic design is a significant plus. This is a hybrid position with flexible scheduling, but candidates must be available for limited after-hours or weekend work occasionally required by event schedules and campaign deadlines.</p>
Starting Salary	\$40,000-\$45,000

Key Benefits	<ul style="list-style-type: none"> • 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
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Essential Duties and Responsibilities:

Strategic Storytelling, PR, and Core Content Production

- Support strategic writing efforts by transforming event descriptions, recaps, and organizational information into clear, compelling stories and targeted messaging for public consumption.
- Provide essential support to the Director of Marketing & Communications by assisting with the drafting and distribution of press releases and media advisories.
- Execute core content creation duties, including drafting and updating organizational newsletters for consistent distribution and developing up-to-date website copy.
- Oversee the annual Medical District community survey, including collecting and analyzing data to assess engagement levels and program effectiveness.
- Provide light support and collaboration with the Social Media Specialist on content planning and posting as needed.

Public Engagement and Team Collaboration

- Plan, coordinate, and execute community-focused events, workshops, and activities, ensuring they align with organizational goals and community interests.
- Actively assist with the execution of marketing campaigns and events, including representing the organization by tabling at community functions and actively engaging with the public.
- Assist in the planning, promotion, and execution of MMDC events.
- Collaborate with internal teams and external partners to promote engagement and participation.
- Collaborate with the Director of Communications & Marketing on ticketed events and project timelines.
- Develop and implement strategies to recruit volunteers, including outreach through social media, community events, and partnerships.

Submittal

If you are interested in applying, please submit your resume and cover letter [here](https://wkf.ms/4oFY4uV) or <https://wkf.ms/4oFY4uV>. Applications will be evaluated on a rolling basis so please submit as soon as possible. In your cover letter, let us know why you are interested in this type of work and specifically, how your past experiences in marketing and/or communications make you an ideal candidate for our growing not-for-profit, community development organization.

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