New England Botanic Garden at Tower Hill believes diversity in nature promotes a healthy, vigorous garden. We believe that diversity among our staff promotes a healthy work environment and a vigorous organization. We recruit, employ, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law. We believe in diversity of race, gender identity, sexual orientation, religion, ethnicity, national origin, ability, and all the other traits that make us unique. New England is an equal opportunity employer.

NEBG at Tower Hill does not require its staff to be vaccinated for Covid-19, but we urge everyone to receive an updated dose as they become available to protect themselves and each other.

The Public Relations Specialist is expected to carry out the responsibilities of the job in ways that support NEBG at TH’s mission and to its commitment to creating a diverse and welcoming organization.

- Being welcoming to all staff and the public
- Be respectful of staff differences and preferences
- Use gender neutral communication styles
- Respect everyone’s pronouns

**Position Overview**

The Public Relations Specialist will work with the Senior Marketing and Communications Manager to grow the Garden’s reputation on local, regional, and national levels while building brand awareness and growing its audience. In addition, they will focus on establishing the organization as a thought leader and helping it become a must-see destination in New England.
Public Relations Specialist- Temporary

Positional Responsibilities

- Gathers content and crafts compelling and mission-focused editorial content and stories for the Garden’s communication channels. Additionally, copyedits, proofs, and ensures all communications adhere to consistent guidelines.
- Drafts and distributes announcements, pitches stories, and press releases to targeted media.
- Maintains relationships with media members, including TV, newspaper, and radio on local, regional, and national levels.
- Invites media outlets to important public events and exhibits and coordinates their visits.
- Connects journalists and reporters with appropriate sources from the organization and, when necessary, drafts talking points to assist colleagues.
- Writes promotional copy for online and offline channels, including the website, marketing collateral, and other marketing and communications channels, while ensuring consistency with the organization’s brand.
- Works with the Digital Marketing Coordinator to respond to questions on social media from the public in a timely manner.
- Writes articles from the CEO and the organization directed toward constituents when required.

Schedule
Regular business hours as well as weekend duties, as needed. This is a temporary position with hybrid work flexibility.

Education and Experience

- High school diploma, certificate, associate degree, or equivalent experience in Communications, Public Relations, or Journalism.
- 3+ years of work experience, preferably at a nonprofit, museum, or nature-related organization.
- Demonstrated track record of leading successful and measurable communication and PR campaigns. The portfolio should showcase experience creating messaging/positioning, press releases, blog posts, byline articles, etc.
- Experience with PR platforms such as Agility or equivalent is strongly preferred.
- Demonstrated excellent written skills, including storytelling, writing key messages, crafting promotional articles, copywriting, editing, proofing, etc.
- Must have excellent verbal communication and customer service skills.
- Must demonstrate time-management, creativity, problem-solving, and entrepreneurial spirit through past collaborative projects.
- Demonstrated ability to set and achieve goals as well as meet deadlines.

Skills

- Ability to work independently, multi-task, and prioritize numerous projects in various stages of development.
- Must collaborate with colleagues from various departments in helping them achieve their short and long-term goals.
- A passion for creativity, with the desire and ability to come up with original PR stories and campaign ideas.
- Strong project management and organizational skills and excellent attention to detail.
- Must have good interpersonal skills.

Essential Functions

- Must be able to remain in a stationary position 50% of the time
- Must be able to frequently navigate uneven ground.
- Must have a valid driver’s license and be comfortable with local travel.
Public Relations Specialist- Temporary

- Must be able to work with appropriate computer and communications equipment. Ability to use the Microsoft Office Suite and Teams is required.

*Note: These have been identified as essential functions as required by the Americans with Disabilities Act.*

Safety

- Works with an awareness of surroundings and vigilant to any possible threat to the safety of staff and the public, or to NEBG at Tower Hill’s property. Ensures all concerns are reported promptly.
- Reports all accidents and injuries immediately to an immediate supervisor and/or Chief Financial & Operations Officer, or designee.
- Complies with provisions of the current Employee Handbook, all published personnel policies, and the requirements of the job description.

In addition to being an Equal Opportunity Employer NEBG at Tower Hill fosters an inclusive workplace that values each member of our team. We aspire to reflect and serve our visitors as well as the communities of Worcester County, Massachusetts, and New England.