



TUCSON BOTANICAL GARDENS

Social Media Intern at Tucson Botanical Gardens

Tucson Botanical Gardens' mission is to connect people with plants and nature through art, science, history, and culture. Set on 5.5 acres in the heart of the city, the Gardens is a lush, urban oasis. Visitors enjoy trees, cacti, and flowering plants from around the world; art throughout over 20 curated garden spaces and indoor galleries; The Great Garden Express model garden railway; and Butterfly Magic with tropical butterflies and orchids.

Organizational Structure

The Social Media Intern will be part of the Development and Marketing department at the Gardens. They will work directly with the Director of Development and Marketing (DDM), and liaise with the Graphics & Digital Marketing Manager.

Reports to: Director of Development and Marketing

Direct Reports: N/A

As an Equal Opportunity Employer, Tucson Botanical Gardens celebrates diversity and is committed to creating an equitable and inclusive environment, which creates a sense of belonging for all employees. We do not discriminate and believe every individual should be proud of who they are and the community they represent.

The Project: I Grow Here

A one-time, 20 hours project to be completed in November 2024

\$25 an hour, not to exceed \$500

I Grow Here will be a series of four 30 sec. Reels to be posted on the Gardens Instagram/Facebook accounts. Each Reel centers on a maker/artist whose work is featured at the Tucson Botanical Gardens' Gift Shop. This is either the only place that their work is sold, or it was instrumental in launching their careers.

Each maker/artist will be given questions/prompts in advance and will be asked to speak to them in the Reel. The video will either be filmed in the Gift Shop or favorite place in the Gardens.



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The Social Media Intern will work with the DDM to finalize the questions/prompts, shoot the footage, strategize with the DDM on the story that needs to be told with the footage, and edit each of the Reels to 30 seconds for use on both Facebook and Instagram.

Skills and experience: professional and/or personal experience in creating and editing video content for social media, specifically Reels. Use of personal phone or video equipment and editing software is required.

To Apply

Please apply by sending your resumé to Laura Leach, Director of Development and Marketing at marketing@tucsonbotanical.org.

Deadline: October 28, 2024