



NANTUCKET CONSERVATION FOUNDATION, INC.

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OUTREACH & MARKETING MANAGER

SUMMARY

The Nantucket Conservation Foundation is looking for a dynamic Outreach and Marketing Manager responsible for the planning and implementation of the organization's marketing strategies, communications, and public relations activities.

DUTIES & RESPONSIBILITIES

Outreach and Marketing

- In Conjunction with the Director of Donor Relations, develop and implement the Outreach & Marketing Plan that identifies annual outreach initiatives for the organization to sustain and grow membership and educate the community.
- Ensure that brand identity, messaging, marketing, and communications strategy are incorporated into all organizational efforts.
- Develop, implement, and evaluate marketing campaigns related to programs, special events, and donor cultivation.
- Interact with all departments within the organization with the ability to tell the full NCF story and mission to the public.
- Assists staff and Trustees in ensuring our communications are consistent with overall outreach goals and objectives.
- Oversee merchandise ordering, fulfillment, and pop-up tent sales
- Work with design team to develop and distribute high-quality print and electronic materials including, but not limited to annual report, brochures, presentations, newsletters, and Trustee reports.
- Develop and oversee advertising and content distribution schedule
- Help create engaging digital content for NCF website, social media and email channels that leads to measurable action.
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Develop close partnerships with members of the media.

Fundraising & Events

- Cranberry Festival - plan and implement all aspects of this annual event, including but not limited to coordination of vendors, merchandise, permitting, and marketing/advertising.

- Summer Fundraiser – help plan and implement all aspects of the annual summer fundraiser (Bash in the Bog, Sunset at Sanford, etc) including but not limited to coordination of vendors, invitations, permitting, and marketing/advertising with special events committee.
- Annual Meeting of Members – help oversee logistics associated with this meeting (typically taking place in August) and related cultivation activities as necessary.
- Cultivation Events – Assist the President, Development Committee, and Director of Donor Relations to organize and implement in-season (July and August) fundraising gatherings.
- Off-island Cultivation Events - In Conjunction with the President, Trustees and other Development staff, organize off-island off-season Trustee meetings and membership cultivation events.
- Help oversee the Young Associates Program and work with them on The Race for Open Space in July. Grow membership and volunteer participation.

QUALIFICATIONS & REQUIREMENTS

- Minimum Bachelor's degree
- 2 plus years' proven experience in equivalent position
- Familiarity with branding and advertising campaigns
- Fundraising event management
- Strong analytical and communication skills
- Friendly and outgoing with excellent customer service skills.
- Proficiency in MS Office
- Preferred experience with Raiser's Edge (or similar CRM/donor database), Constant Contact, and all social media platforms
- An appreciation of conservation and open space protection
- Team oriented
- Ability to multi-task and manage various projects simultaneously

To apply please email resume to Jeff Coakley, Director of Donor Relations, at jcoakley@nantucketconservation.org