

DREAMLAND

NANTUCKET'S FILM & CULTURAL CENTER

Job Title: Marketing & Communications Administrator
Reports To: Executive Director
Position Type: Full-time with benefits. Hybrid (Majority in office)

About Nantucket Dreamland

Nantucket Dreamland is the largest cultural organization on Nantucket, producing a diverse array of programming that includes more than 120 live events and programming initiatives, 30 theater productions and educational workshops, and more than 800 film screenings in an average year. With an average of 100,000 patrons annually, and 500 youth participants in our after-school and summer programs, the Dreamland is a cornerstone of the island's cultural life.

Known as a central hub for the arts, the Dreamland has built a reputation as a premier facility for fostering creativity and learning through film, theater, comedy, music, and more. We build community year-round by creating shared experiences in the arts and culture, and by inspiring and educating audiences of all ages.

As a nonprofit organization, the Dreamland has grown significantly, with our annual budget increasing from \$2.9 million to over \$3.6 million in the past three years. To continue this trajectory, we are expanding our core team of 12 full-time employees. The Marketing Administrator is a vital role in our mission, and we are excited to add the right candidate to our dynamic team.

Position Summary

The Marketing Administrator is a key member of the Dreamland team, responsible for communicating the organization's mission and promoting its films, events, and community programming through innovative and strategic marketing initiatives. This position involves social media management, public relations, advertising, copywriting, and graphic design, with a particular focus on creating compelling fundraising communications. The Marketing Administrator plays an integral role in ensuring the success of the Dreamland's programming and donor engagement.

Key Responsibilities

Marketing & Communication Strategy

- Complete a brand audit to identify key areas of growth and opportunity for the organization and design and execute a marketing and communications strategy on a fiscal year basis.
- Develop and execute integrated marketing campaigns to promote Dreamland programming, events, and fundraising initiatives.
- Ensure consistent branding and messaging across all communication channels, aligning with the Dreamland's nonprofit mission and goals.

Content Creation & Design

- Design marketing materials, including posters, flyers, digital assets, and advertisements for print, radio, and online platforms.
- Write and edit the Dreamland newsletter, email campaigns, and donor communications.
- Develop video and radio advertisements in collaboration with external partners.

Social Media & Digital Presence

- Manage the Dreamland's social media platforms (Instagram, Facebook, TikTok) by creating and scheduling engaging content.
- Use social media analytics to optimize campaigns and increase community engagement.
- SEO optimization and Google Ads utilization
- Work with the Digital Services Administrator to ensure the website and lobby screens reflect current programming and campaigns.

Public Relations & Media Outreach

- Build new and enrich existing relationships with local and regional media and influencers to secure advertising and promotional opportunities.
- Draft press releases and coordinate media coverage for events and initiatives.
- Manage advertising contracts and negotiate partnerships to amplify the Dreamland's reach.
- Clarify, strengthen and amplify Dreamland's brand voice in the community and region as a leading performing arts destination.

Fundraising Communications

- Collaborate with the development team to create visually compelling and emotionally resonant materials for donor appeals, recognition programs, and fundraising campaigns.
- Develop storytelling content to highlight the impact of donor contributions and inspire support.
- Partner with the Executive Director and development team to align marketing strategies with fundraising goals.

Internal Collaboration & Support

- Partner with department heads to understand and meet their marketing and design needs for events, films, programming, and fundraising.
- Regularly update in-house print materials, displays and signage to ensure consistent branding and messaging.
- Support organization-wide initiatives with tailored marketing strategies and materials.
- Serve as board-liason for Marketing and Community Outreach Committee.

Qualifications

- **Education:** Bachelor's degree in Marketing, Communications, Graphic Design, or a related field (or equivalent experience).
- **Experience:** Minimum 4 years of experience in marketing, communications, graphic design related field.
- **Skills:**
 - Proficiency in graphic design software
 - Strong writing and editing skills, particularly for donor and fundraising communications.
 - Expertise in social media management and analytics tools.
 - Ability to manage multiple projects and meet deadlines with competing priorities
 - Excellent communication, collaboration, presentation and organizational skills.
 - High emotional intelligence
 - Growth mindset
 - Thrives in creative and collaborative team environments

Working Environment

The Nantucket Dreamland is a collaborative and creative organization where teamwork and dedication to the mission are valued. Flexibility, initiative, and a willingness to support colleagues in other areas are essential to success in this role.

Compensation & Benefits

The salary for this position starts at \$60,000 annually, commensurate with experience. The Nantucket Dreamland offers a comprehensive benefits package, including:

- Health & Dental Insurance
- Retirement plan with employer contributions
- Paid time off
- Flexible work arrangements
- Housing Stipend
- Monthly phone reimbursement
- Access to Dreamland programming and events

How to Apply

We're looking for a candidate who shares our passion for the arts, creativity, and community impact. If you're interested in joining the Dreamland team, we invite you to send a brief statement of interest to info@nantucketdreamland.org. In your statement, tell us why you believe you're a great fit for the Marketing & Communications Administrator position and how your skills and experience align with our mission.

Selected applicants will be invited to submit a resume, bio, and/or samples of their work.

Applications will be accepted on a rolling basis, but we encourage you to apply by February 15, 2025 for priority consideration.