Nantucket Boys & Girls Club

MARKETING & COMMUNICATIONS DIRECTOR

Job Title: Nantucket Boys & Girls Club Marketing & Communications Director
Location: Nantucket Boys & Girls Club, 61 Sparks Ave, Nantucket, MA 02554

ABOUT US:

The Nantucket Boys & Girls Club is a private, non-profit agency serving school-age youth: 1st-12th Grade with a full day preschool program. Through programs and activities stressing academic achievement, good character & citizenship, and healthy lifestyles, the NBGC offers a variety of recreational, cultural, social, and sports-oriented experiences for members.

We are part of a nationwide affiliation of local, autonomous Boys & Girls Clubs working to help youth of all backgrounds, with special concern for those who need us most, develop qualities needed to become responsible citizens and leaders. We are dedicated to ensuring that our community's youth have greater access to quality programs and services that will enhance their lives and shape their futures. As young people experience the totality of the Nantucket Boys & Girls Club, it becomes a place of hope and opportunity.

JOB SUMMARY:

The Marketing Communications Director is a new, year-round position that gives Nantucket Boys & Girls Club (NBGC) dedicated ownership of its marketing and communications function, as called for in the 2027–2031 Strategic Plan.

POSITION DETAILS:

Title	Marketing & Communications Director
Organization	Nantucket Boys & Girls Club
Location	Nantucket, MA (on-site)
Status	Full-time, year-round, exempt
Reports to	CEO
Works closely with	Development team, program staff, Club leadership, Marketing Committee
Compensation	To be determined

ABOUT THE ROLE:

The Director builds and runs a consistent, year-round communications program that helps members and families use the full range of Club programs, helps donors see the Club's impact, and raises the Club's profile across Nantucket.

The Club's strategy is to deepen engagement and outcomes rather than simply grow enrollment. This role supports that by reaching families with the right message at the right time, especially as members move from younger programs into Tween and Teen offerings. It also gives the Development team steady storytelling and stewardship support between fundraising events.

The Director will be judged not only by channel activity but by contribution to the Club's larger outcomes: deeper member engagement, stronger retention, increased teen participation and growth in relationship-based philanthropy.

KEY RESPONSIBILITIES:

Responsibilities are grouped by the six goals in the 2027–2031 Strategic Plan.

1. Member and Family Engagement

- Plan and deliver a consistent year-round communications cadence for members and families (newsletters, email, texts, flyers, in-Club signage).
- Promote the full range of Club programs, services and resources, with age-specific messaging for transitions into Tween and Teen programs.

- Promote teen opportunities such as Workforce Readiness, college preparation and evening/weekend programming.
- Run targeted outreach to re-engage low-frequency members and support attendance and retention goals.
- Track open rates, clicks and conversion into program sign-ups and participation.

2. Donor Communications

- Build and maintain a coordinated donor communications and stewardship calendar.
- Produce regular impact reports and stories shared with donors outside of fundraising events.
- Track donor engagement, retention and response to communications.

3. Fundraising and Development Support

- Partner with the Development team on campaign messaging and donor communications.
- Create fundraising materials, appeals, impact stories and event collateral.
- Support communications for the Annual Fund, Major Gifts, Leadership Giving, Planned Giving and special events.
- Support donor cultivation and stewardship communications throughout the year.

4. Community Awareness

- Develop relationships with local media and secure consistent earned-media coverage.
- Tell the Club's story through program outcomes, member and alumni stories, staff expertise and community partnerships.
- Help set baseline community-awareness measures in Year One.

5. Digital Communications

- Manage the Club's website, email platform and social media channels.
- Maintain an integrated annual content calendar across all digital channels.
- Capture and manage photo and video content, following the Club's youth-privacy and consent policies.
- Grow audience, engagement, web traffic and conversion to enrollment, volunteering and giving.

6. Planning, Measurement and Reporting

- Draft the annual Marketing & Communications Plan with goals, audiences, tactics, timelines and responsibilities.
- Set up baseline KPIs in Year One and recommend annual targets after that.
- Build and maintain a KPI dashboard and prepare results for leadership and the Board at least once a year.
- Keep brand voice and visual standards consistent across all Club materials.

QUALIFICATIONS:

Required

- Bachelor's degree in communications, marketing, journalism, public relations or a related field, or equivalent experience.
- 2–4 years of experience in marketing, communications or public relations, ideally in a nonprofit, school or youth-serving setting.
- Excellent writing, editing and storytelling skills, with a portfolio of work samples.
- Hands-on experience managing social media, email marketing and website content (e.g., WordPress or Squarespace, Mailchimp or Constant Contact).
- Experience tracking and reporting on communications metrics.
- Ability to pass required background checks for working in a youth-serving organization.

Preferred

- Experience supporting fundraising, donor communications or annual appeals.
- Familiarity with donor databases or CRMs (e.g., Raiser's Edge, Bloomerang, Salesforce).
- Graphic design and photo/video skills (e.g., Canva, Adobe Creative Suite).
- Existing relationships with Nantucket or Cape and Islands media and community organizations.
- Spanish or Portuguese language skills, to reach more of the island's families.

SKILLS AND COMPETENCIES:

- **Storytelling:** turns program outcomes and member stories into clear, moving content for families, donors and the public.
- **Planning and organization:** manages a multi-channel content calendar and several deadlines at once.
- **Data-minded:** sets baselines, reads results and adjusts tactics based on what the numbers show.
- **Collaboration:** works well with program staff, the Development team, volunteers and community partners.
- **Audience awareness:** writes in the right voice for children, teens, parents, donors and media.
- **Self-direction:** comfortable building a new function from the ground up with limited existing systems.
- **Discretion:** handles youth images, member information and donor data with care and confidentiality.

YEAR ONE PRIORITIES AND SUCCESS MEASURES:

In Year One, the Director's main job is to establish the baseline that the rest of the strategic plan will be measured against.

Year One Priorities

- Take ownership of the Club's marketing and communications function.
- Help develop the multi-year strategy and the first annual communications calendar.
- Set baseline metrics for member/family communications, website, email, social media, program participation, donor engagement, media exposure and community awareness.
- Build a Board reporting framework and dashboard for agreed KPIs.
- Use Year One results to recommend realistic annual targets through 2031.

How Success Will Be Measured

AREA	EXAMPLE MEASURES
Member and family engagement	Communications cadence kept; open and click rates; conversion to program participation; re-engagement of low-frequency members
Donor communications	Stewardship calendar delivered; donor engagement and retention; response to appeals
Community awareness	Earned-media stories per year; community-awareness baseline and change
Digital	Audience growth; engagement rates; website traffic; conversion to enrollment, volunteering and giving
Accountability	Annual plan completed on time; KPI dashboard maintained; annual report to leadership and the Board

WORKING CONDITIONS AND HOW TO APPLY:

- Based at the Club on Nantucket; some evening and weekend work for events, programs and photo/video coverage.
- Occasional lifting of up to 25 lbs (event setup, materials).
- Work in an active, youth-centered environment.

To apply, send a cover letter, resume and two to three writing or campaign samples to jamie@nantucketbgc.org.

Nantucket Boys & Girls Club is an equal opportunity employer and welcomes applicants of all backgrounds.