Marketing Manager

ORGANIZATION BACKGROUND:
The Maria Mitchell Association (MMA) was founded in 1902 to preserve the legacy of Nantucket native astronomer, naturalist, librarian, and educator, Maria Mitchell. After she discovered a comet in 1847, Mitchell’s international fame led to many achievements and awards, including an appointment as the first American professor of astronomy at Vassar College. Maria Mitchell believed in “learning by doing” and today that philosophy is reflected in the MMA’s mission statement, programs, research projects, and other activities.

The Maria Mitchell Association creates opportunities for all to develop a life-long passion for science through education, research, and first-hand exploration of the sky, land, and sea of Nantucket Island.

The MMA’s Marketing Manager will play a key role in achieving excellent public relations and in cultivating and stewarding relationships with business leaders, media, press, and foundations. The Marketing Manager reports directly to the Director of Advancement.

PRIMARY FUNCTION:
This position is integral to the Development Team. The position includes management of organization-wide communications and public relations efforts, administration of grant research and writing, and management of marketing strategy and advertising.

SPECIFIC RESPONSIBILITIES:

- Support Development Office, enhance and communicate positive brand awareness on Nantucket and to a national audience, grow grant revenue while cultivating and stewarding relationships with grantors and foundations.

COMMUNICATIONS AND MARKETING:

- Manage the MMA’s Communications Plan
- Create and distribute press releases
- Create and manage website content
- Create and distribute event and program flyers
- Create booklets and brochures for departments and programs
- Create monthly e-newsletter and general event announcements as required (weekly in summer)
- Manage advertising efforts, including budget, contracts with media, and ad creation/distribution
- Oversee visual marketing, including town and Discovery Playground bulletin boards
- Manage sponsor promotion in advertising and communications
- Build strong community relations with business leaders, media, press, and key vendors (i.e. hospitality industry- concierge staff, event planners, etc.)
- Co-Manage seasonal Marketing Intern for department
GRANT MANAGEMENT:

- Conduct grant research across all disciplines
- Collect and manage grant supporting material such as 990s and financial statements
- Manage grants relating to operations, special projects, and development, including coordination with staff, creation of proposal, submission of material
- Support grant writing by colleagues, including tracking grants submitted, stewarding relationships with foundations, and communicating press surrounding grant and funded project/program
- Provide exceptional customer service to foundations and grantors
- Manage data entry in CRM database
- Produce timely gift acknowledgement letters for all grants received
- Monitor and report out on grant income against budget

QUALIFICATIONS:

- Team-oriented
- Meticulous, highly attentive to details in all aspects of work
- Ability to set and hold very high standards and rigorous work ethic
- Excellent customer service skills
- Superb writing and oral communication skills
- Must be able to establish priorities and manage multiple projects in a high-energy, fast-paced, deadline-driven organization, and be flexible when priorities shift
- A deep appreciation and passion for the mission of the Maria Mitchell Association
- Adept with computer software, especially Microsoft Office and Adobe Suite
- Ability to interact effectively with visitors, donors, volunteers, and program staff
- Inclination to cultivate and steward relationships with business leaders, press, media, foundations, and partners/collaborators
- Grant writing experience a plus

EDUCATION AND EXPERIENCE:

- A minimum of 2+ years’ experience preferably at a non-profit organization
- Minimum Bachelor’s degree
- Preferred Technology Skills: Constant Contact, Blackbaud, Outlook, Adobe Suite, Canva, and experience with website editing software
- Customer service experience
- Experience working in a dynamic environment

Competitive salary and benefits package.

The Maria Mitchell Association is proud to be an Equal Opportunity Employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.