



*A contemporary artist residency, dance and performance center,  
for Martha's Vineyard and beyond*

Post Office Box 405, Chilmark, MA 02535-0405  
508.645.9662 | info@dancetheyard.org | dancetheyard.org

The Yard is seeking a full-time Marketing & Development Manager to join our team. This person will live on Martha's Vineyard from mid May to mid September and can work remotely the rest of the year.

## **Job Description**

### **Organization Summary –**

The Yard is a nonprofit creation and performance platform for local, national, and international artists, with a focus on contemporary dance. Founded in 1973 by the late choreographer Patricia Nanon, The Yard provides paid space, time, and resources for performing artists to create, perform, and engage with our community. We share these artists' work publicly through presentations and wide-ranging educational experiences for all ages. Through these programs and more, we provide year-round opportunities for our community to experience the arts.

Located on the island of Martha's Vineyard, The Yard's 2.6 acre campus is in the "up-island" rural town of Chilmark. Our 100-seat black box theater and open-air studio are operable in the summer months. Three residences also sit on the property and serve as artist and staff housing. In the cold-weather months, we offer programs in various offsite locations, ranging from performances at the 700-seat Martha's Vineyard Performing Arts Center to libraries and community centers across the island.

The Yard's 2021 annual operating budget was roughly \$1.1M with 95% of revenue coming from individual donors and granting institutions.

### **Our Mission –**

The Yard supports diverse, contemporary dance-makers and related artists in their creative processes through paid creative residency, public performance, long term education, and artist driven civic engagement. We serve all ages and cultural populations on Martha's Vineyard, and work collaboratively with artists, producers, and other cultural organizers within regional, national, and international contexts.

For more information about The Yard, visit [dancetheyard.org](http://dancetheyard.org).

### **Marketing & Development Manager Job Description –**

**Reports To:** Executive Director

**Employee Class:** Full Time Exempt

**Work Location:** 1 The Yard, Chilmark, MA 02535 on Martha's Vineyard with flexibility to work remotely eight months/year (must be on-site, full-time from mid May to mid September)

The Marketing & Development Manager will raise the visibility of The Yard, support for its mission, and engagement in its programs through creative and strategic outreach. This newly created position will oversee marketing and communications activities for The Yard and manage aspects of its development operation. They will work collaboratively with other members of The Yard's team to build the organization's brand, grow and diversify its audience, and expand its donor base and overall contributions.

The Marketing & Development Manager will oversee a team of media contractors who provide services in photography, graphic design, website design and management, and social media. They will work closely with The Yard's Program Director on oversight of video creation and distribution, contributing to strategy and project management. During the summer season when The Yard is most programmatically active, they will mentor and manage a Marketing & Development Intern.

The ideal candidate will possess an entrepreneurial spirit and be creative in integrating marketing and communications with development. It is anticipated that 60-70% of this person's time will be spent on marketing and communications and 30-40% on development.

### **Principal Duties and Responsibilities:**

#### Marketing/Communications

- Develop and implement organizational brand and marketing strategies to ensure coherent messaging and a unified voice throughout communication channels
- Market all Yard programming and create innovative strategies for amplifying the work of artists-in-residence and communicating The Yard's impact
- Create and manage marketing plans, calendar, and budget
- Engage with artists and partners to inform marketing materials and strategies, and coordinate marketing material collection from artists and partners for season announcements and general promotion
- Draft, design, manage, and distribute a range of external and internal communications including all email marketing and press releases
- Manage a team of contractors who provide photography, social media, graphic design, website, and other media services and oversee related asset creation
- Project manage and support content creation for all digital campaigns and platforms (social media, email marketing, website)
- Collaborate with Program Director and video production team to continue enhancing storytelling about Yard programs, partners, and impact
- Coordinate production and distribution of all print materials (season booklets, performance programs, etc), driving content, overseeing timelines, and managing third party printer relations
- Oversee merchandise creation and sales
- Manage The Yard's media buying and advertising spend to promote performances and elevate brand

#### Development

- Collaborate with The Yard's Executive Director, Development Manager, Grant Writer & Researcher, and others on the team to create and implement a comprehensive annual fundraising plan that operates hand-in-hand with the year's marketing plan
- Design and execute creative and effective campaigns to identify, cultivate, and solicit donors including through creation of fundraising materials
- Support the growth of The Yard's annual giving program, attracting and retaining donors at all levels of giving
- Expand opportunities for program sponsorships and advertising revenue
- Support the Executive Director, Board of Directors, and other volunteers as appropriate with solicitation efforts, including by conducting background research, providing materials, and managing follow up
- Contribute to donor acknowledgement processes including donation receipt letters and publicized supporter lists

#### Other

- Contribute to implementation and management of new Spektrix database for development, email marketing, and ticketing, maintaining data hygiene practices and strengthening data-driven decision making
- Work to streamline and enhance outreach efforts with new database capabilities, including audience segmentation
- Track, analyze, and report on outcomes in both marketing and development and propose recommendations for improvement
- Develop and manage aspects of The Yard's annual budget and contribute to setting of annual revenue goals
- Represent The Yard at conferences and other community events, growing and fortifying The Yard's network on the island and beyond

**Other Duties and Responsibilities:**

The Yard has a small, dynamic staff and relies on cross-departmental collaboration. All positions are expected to routinely contribute in areas outside of their primary focus to ensure successful programs and operations. Examples include but are not limited to answering the office phone, assisting with campus projects, providing support to artists-in-residence, and helping set up for and strike performances and events.

**Required Skills & Experience:**

- A bachelor's degree or equivalent professional experience
- Evidence of connection with The Yard's mission and values
- Experience in marketing and communications
- Experience managing supervisees
- Exceptional interpersonal skills and track record of developing meaningful professional relationships
- Cultural competency to work with individuals from diverse backgrounds and life experiences
- Ability to work both collaboratively and autonomously within a small organization
- Superb written and verbal communication skills
- Highly organized and adept at managing multiple projects simultaneously
- Experience with email marketing services such as MailChimp, Constant Contact, or other

**Desired Skills & Experience:**

- Experience in development and a track record of successful fundraising
- Passion for visual and written storytelling
- Knowledge of dance and the performing arts
- Experience living or working in a rural place
- Experience working with CRM platforms such as Spektrix, Salesforce, or other
- Experience working with in InDesign, Photoshop, or other creative suite programs
- HTML knowledge

**Salary, Benefits & Physical Requirements:**

- Salary range: \$47,500-\$55,000
- The Yard offers a health benefit package, either free on-campus housing for the summer season of a \$4,000 summer housing stipend, and cell phone reimbursement
- Paid time off and flexible schedule with requirement to work some weekends and evenings
- Professional development and travel opportunities
- Live on Martha's Vineyard from mid May to mid September and otherwise primarily within the Northeast region

**Apply Today**

To apply, email cover letter, resume, and two references to [info@dancetheyard.org](mailto:info@dancetheyard.org) with subject line "Marketing & Development Manager."

*The Yard is working toward becoming a more anti-racist and equitable organization, which includes developing a work environment that is reflective of the communities we serve. Applicants from all populations and underrepresented groups are encouraged to apply. Strong candidates will work in alignment with The Yard's mission, values, and commitment to anti-racism.*