Provincetown Business Guild

Position: Associate Director
Reports to: Executive Director
Status: Full-time, with a flexible, partially hybrid schedule
Location: Provincetown, Massachusetts
Salary: $75,000 - $82,000 plus a generous benefits package

How to Apply: Email a resume and cover letter to jobs@ptown.org with the subject line: Associate Director – [your name]. Applications without a cover letter will not be considered. We are unable to respond to phone calls about this position.
Application deadline: December 14, 2026

About the Provincetown Business Guild (PBG)

The PBG is a nonprofit organization of business, trade, and professional individuals committed to the economic and cultural development of LGBTQ+ tourism in Provincetown. Established in 1978, the PBG is a multifaceted organization with three interconnected branches: an LGBTQ+ chamber of commerce, a destination marketing organization that leverages multiple channels to market and promote Provincetown as the #1 LGBTQ+ travel destination in America, and a premier event producer responsible for some of the largest events on Cape Cod.

Through our historic partnership with the town, we help keep Provincetown a welcoming, authentic, exciting, and unique place, full of events, attractions, and activities for new and returning visitors. The PBG produces Provincetown Pride, select events during Provincetown Bear Week, Carnival, Holly Folly, and First Light. In addition to our events, we amplify the events and activities of member businesses throughout the year through our printed materials, website, email newsletters, social media channels, and other marketing tactics.

About the Role

The PBG seeks an experienced, energetic, and relationship-oriented Associate Director to serve as a primary steward of the organization's relationships with Provincetown businesses. The Associate Director oversees the PBG's membership program, supports the organization’s fundraising efforts, cultivates new and existing sponsors, and sells advertising in the PBG’s printed and online marketing materials.

The Associate Director works closely with the Executive Director to keep the organization true to its vision and mission. The ideal candidate is a relationship builder with a strong commitment to the LGBTQ+ community and a passion for everything Provincetown has to offer.

Key Responsibilities

Fundraising & Sponsorship

Work collaboratively with the Executive Director to:

- Research, prepare, and assist with applications for local, statewide, and regional grants.

- Help develop and implement the PBG's fundraising plan for individual donors, including goals, an annual appeal calendar, and practices for cultivating and thanking donors.
- Identify and cultivate potential donors among PBG members, event attendees, visitors, and local stakeholders.
- Communicate the PBG's role as a nonprofit organization, and demonstrate that every donation and event ticket supports its mission to:
    - Honor, preserve, and promote Provincetown's queer history, identity, and culture.
    - Strengthen Provincetown's business community by growing LGBTQ+ tourism and sharing the story of this unmatched queer destination.
    - Produce world-class events.
- Amplify the PBG's nonprofit story and invitations to donate into our diverse marketing channels.
- Identify, cultivate, and solicit new sponsors.
- Maintain and strengthen relationships with existing sponsors, ensuring that sponsorship expectations are understood and fulfilled.
- Coordinate sponsor agreements, fulfill recognition commitments, and prepare post-event reports.

Membership

- Lead and manage the PBG's membership program, including recruitment, renewals, member communications, and member benefits.
- Oversee member onboarding processes, including website listings and introductory communication.
- Coordinate and execute member-focused programs in collaboration with the Executive Director and the Events Manager, including Spring and Fall Membership Meetings and seasonal membership networking events.
- Promote the PBG's mission and actively identify opportunities to grow and strengthen the membership base.
- Maintain accurate and up-to-date member records and keep information current across PBG platforms, including the member content on the PBG website.
- Manage membership invoicing and coordinate with the PBG's bookkeeper to keep billing records current.

Business Community Relations

- Serve as a main point of contact between the PBG and Provincetown's business community.
- Strengthen and maintain relationships with member businesses, prospective members, and community stakeholders.
- Conduct regular site visits to member businesses and participate in community and member events.
- Develop partnerships with community organizations and other groups that advance the PBG's mission.
- Gather and communicate feedback from members and community partners to help shape PBG priorities and programs.

Advertising Sales

- Sell advertising across the PBG's promotional vehicles, including the Visitors' Guide, the LGBTQ+ Adventure Map, and the website.
- Develop relationships with prospective and existing advertisers to build interest in advertising opportunities.

- Manage advertising from sale through fulfillment, including contracts, deadlines, and deliverables.
- Coordinate with the PBG's graphic designer and web developer to ensure advertisements are placed and published accurately and on schedule.

Marketing and Event Support

- Contribute to the PBG's marketing efforts with a focus on promoting members and sponsors.
- Identify and support cross-promotional partnerships that bring exposure to PBG members and sponsors.
- Collaborate with the Executive Director and Events Manager on event production during the PBG's produced theme weeks.

Qualifications and Capabilities

- Bachelor's degree, preferably in business, communications, marketing, or a related field, or equivalent experience.
- At least four years of relevant experience in membership management, nonprofit management, development, or a related field.
- Experience with budgets, income tracking, expense management, and report creation.
- Demonstrated experience and success with donor cultivation and fundraising.
- A proven ability to build and maintain lasting relationships with businesses, sponsors, and community partners.
- Strong organizational skills and comfort managing deadlines, tracking moving parts, maintaining accurate records, and staying flexible during busy event periods.
- Articulate and confident communicator with excellent verbal and written communication skills.
- Strong tech skills, including proficiency with Google Workspace, Microsoft 365, Apple OS, and an interest in leveraging AI productivity/project management tools to improve daily workflows.
- Passion, integrity, a positive attitude, and a self-directed, mission-driven approach to the work.

Preferred Qualifications

- Deep ties to Provincetown's business community.
- Experience working with the LGBTQ+ community.
- Demonstrated success in meeting sales or revenue goals.
- Proven track record of successful grant writing.
- Familiarity with social media, website content management, and customer relationship management (CRM) or membership database tools.

Work Environment and Physical Demands

This is a full-time position with a flexible, hybrid schedule based in Provincetown, Massachusetts. The physical demands described here are representative of those an employee must meet to perform the essential functions of this job. The role requires a combination of office-based work and active engagement in the community, particularly during Provincetown's busy event seasons, when occasional evening and weekend work will be necessary.

Responsibilities include extended periods of computer work, visits to member businesses, attendance at community and networking events, hands-on operational support during PBG-produced events, and other duties of a fast-paced nonprofit environment. The position requires flexibility. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.