



The Nantucket Island Chamber of Commerce is seeking proposals for a skilled and experienced advertising and graphic designer. We are in a unique position to fill already-committed placements with advertisements, both in print and digital media. At this stage, we are most in need of the creative for these particular placements. These advertisements will need to balance our responsibility to promote tourism with the responsibility to keep Nantucket beautiful for years to come, all while respecting the local ecology and year round community. The Chamber would be able to provide logos and access to a library of photographs for these advertisements.

Project: Develop compelling designs for advertisements

Target Audience: Visitors to Nantucket, both returning and new

Project Goals:

- Create a cohesive look and feel to our advertising
- Produce a small library of ads with seasonal variety - would need all 4 seasons and a range of standard sizes, or the ability to handle sizing requests with a reasonable turnaround time
- Promote visitation with respect for local residents, keeping the island beautiful, and supporting small businesses

Scope of Work:

- Design visual concepts for [list of advertising mediums, e.g., social media posts, website banners, print ads]
- Ensure designs align with brand identity and campaign messaging
- Deliver high-resolution, print-ready files
- Be open to feedback and revisions



Qualifications:

- Proven experience in advertising graphic design
- Strong understanding of current design trends and best practices
- Ability to work collaboratively and meet deadlines
- Portfolio showcasing relevant work

Selection Criteria:

- Creativity and originality of design concepts
- Understanding of target audience and campaign goals
- Experience with relevant advertising mediums
- Competitive pricing and fee structure

Submission Instructions:

Please submit the following information by Thursday, February 29th to Peter Burke, peter@nantucketchamber.org

We look forward to hearing from you!