



## **MARKETING SPECIALIST**

The American Craft Council is seeking a creative and motivated person for our marketing specialist position. This new ACC team member will be part of the marketing team and will discover effective marketing and promotional channels to drive attendance for our in-person and online craft marketplace events and help promote the overall ACC brand. This person will build partnerships with other cultural organizations, brands, and influencers to reach new audiences and help drive sponsorship revenue for the ACC. Working at the ACC, you will be able to help impact the livelihoods of artists and bring together the craft community.

### **RESPONSIBILITIES AND DUTIES**

- Conduct market research and analyze trends to identify new marketing opportunities.
- Analyze and report on the performance and efficiency of campaigns.
- Work with our graphic design and marketing team to develop and create marketing materials.
- Work with external agencies and vendors to execute marketing programs.
- Discover effective marketing and promotional channels, including media platforms to be used to promote online and in-person craft marketplace events and drive attendance.
- Investigate the performance of ACC's marketing campaigns and strategies through evaluating key performance metrics.
- Create innovative marketing campaigns depending on robust data and present the recommendations to the team.
- Establish and maintain relationships with new and existing craft-minded brands and organizations through networking and prospecting.
- Help in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization, and content development.
- Keep the theme, brand, design, content, and delivery of their work consistent with established ACC guidelines.
- Perform other tasks as assigned.

### **ESSENTIAL EXPERIENCE, SKILLS, AND COMPETENCIES**

The ideal candidate should:

- Have a strong understanding of marketing principles and best practices.
- Bring an entrepreneurial spirit to the promotions of our in-person and online craft marketplaces through innovative marketing.

- Demonstrate strong prioritization, organization, and project management skills.
- Be able to obtain new partnerships with other organizations in the craft community.
- Seek sponsorship prospects, market to them, and secure sponsorships, as well as effectively communicate the mission of the ACC.
- Demonstrate an affinity for the mission of the ACC.

### **PREFERRED EDUCATION AND EXPERIENCE**

The ideal candidate should have knowledge of standard concepts, practices, and procedures related to the position, including:

- Bachelor's degree in business administration, marketing, communications, or equivalent experience.
- 2–5 years of experience in marketing.
- Arts or nonprofit experience is helpful but not required.
- Knowledge of various marketing and analytics tools such as Google Analytics with excellent analytical skills and a knack for data analysis.
- Event promotion and experience managing marketing campaigns to drive attendance to events.
- Expertise in use of English grammar and punctuation.
- Understanding of branding and positioning strategies for the institution.
- Proficiency with team collaboration tools, specifically Asana and Slack helpful but not required.
- Proficiency with the Google product suite, including Google Docs, Sheets, and Slides, Google Calendar, Gmail, Google Meet, and Google AdWords.
- Ability to handle multiple projects and produce high quality results in a timely manner and to work both collaboratively and independently.
- The ability to interact effectively with a wide variety of people, including ACC staff, PR agencies, influencers, and others inside and outside of ACC.

### **DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- While performing the duties of this job, the employee is regularly required to use hands to operate office equipment and computing resources.
- The employee must be able to sit for periods of time using office equipment and a computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- The employee must be able to work from our offices in Minneapolis, Minnesota. We are currently in the offices and working remotely on a hybrid schedule.

**SALARY RANGE:** \$47,000–\$50,000

### **ABOUT THE AMERICAN CRAFT COUNCIL**

ACC is a national nonprofit working to keep the craft community connected, inspired, and thriving. Our founder, Aileen Osborn Webb, recognized the significant impact craft has on individuals and communities and established a nonprofit to preserve, cultivate, and celebrate this communal heritage. Eighty years later, our efforts span the nation.

We share stories and amplify voices through *American Craft* magazine and other online content, create marketplace events that support artists and connect people to craft, and celebrate craft's legacy through longstanding awards and a unique research library. A range of other programs create space for dialogue and action—because craft can bring us together as people. Learn more at [craftcouncil.org](https://craftcouncil.org).

**TO APPLY**

If this position sounds like a great fit, we want to hear from you! Please send your cover letter and resume to [employment@craftcouncil.org](mailto:employment@craftcouncil.org) with the subject heading of "Marketing Specialist."

The deadline to apply is August 31, 2021.

*ACC is an equal-opportunity employer and does not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, gender identity, veteran status, or any classification protected by federal, state, or local law. We value diversity, inclusiveness, and equity and welcome candidates from all walks of life. Read more about [ACC's commitment to inclusion and equity](#).*