



## MEMBERSHIP DIRECTOR AND PUBLISHER

**Title:** Membership Director and Publisher, American Craft Council

**Reports to:** Executive Director

**Reports:** Advertising Manager; Member and Customer Service Coordinator

The membership director and publisher is an exciting, new, hands-on entrepreneurial role responsible for the overall success and growth of the American Craft Council's 14,000+ membership program, of which a primary benefit is an annual subscription to *American Craft* magazine. Related to growing an active membership for the ACC is the development of a financially successful and expanding print and digital *American Craft* content business. As a collaborative and dynamic leader at ACC, the membership director and publisher will foster an engaged community of members and readers with innovative and data-informed acquisition, renewal, and engagement strategies.

This is a hands-on position that also serves as the production and business manager for *American Craft*. The person in this role will secure new advertising and sponsorship revenue in print and online media and oversee the successful production and distribution of *American Craft*. They will seek out partnerships with craft organizations, publications, cultural leaders, and influencers to grow a diverse and vibrant community of craft supporters and enthusiasts.

The American Craft Council is at a pivotal moment as it evolved into a more relevant national organization for craft and for new generations of artists and enthusiasts. Over the last year, we re-designed and relaunched our long-standing *American Craft* magazine, developed new public programs such as American Craft Forums, expanded marketplace events online and in person—which offer sponsorship opportunities—and we are developing more robust digital content and engagement platforms. We are also launching new initiatives for artists to support professional makers at different stages of their careers and business development.

Similarly, ACC's membership program has been retooled to emphasize both tangible benefits including a quarterly subscription to *American Craft* and access and invitations to marketplace and educational events and the intangible rewards of supporting artists and fostering a thriving community for American craft and its artists. We are working with newly overhauled systems that have dramatically increased our ability to customize the structure of our membership program, with all data now processed directly into our Salesforce CRM as part of a rich profile of customer activities across programs. There is ample potential to leverage and build upon these systems' infrastructure to attract, retain, and engage members, readers, and supporters.

## RESPONSIBILITIES AND DUTIES

- Develop and execute growth strategies for membership, including renewal, acquisition, and engagement.
- Develop and execute growth strategies for earned revenue from ACC media, including advertising, sponsorships, media (magazine) sales, distribution, partnerships, etc.
- Create and manage annual budgets and forecasts for membership, magazine circulation, and advertising including:
  - Tracking, forecasting, and managing membership and magazine circulation expenses.
  - Tracking and forecasting membership revenue.
  - Tracking and forecasting print and digital advertising revenue.
  - Tracking membership renewal and acquisition rates.
- Oversee magazine fulfillment functions executed by the member and customer service coordinator to ensure both efficiency and customer satisfaction.
- Oversee advertising sales functions executed by the advertising manager to ensure goals are met.
- Work with the Marketing and Communications team to draft and design print and online membership acquisition and renewals.
- Work with both Communications and Development teams to meet projected revenue, expense, and membership count goals.
- Work with the Editorial and Marketing teams to create new ways to leverage content and programming to grow membership and subscribers.
- Work with the Development and Marketing teams to develop new membership engagement opportunities and programs.
- Work with the IT operations manager and member and customer service coordinator to configure and manage IT systems to meet program needs.
- Work with the Marketplace team and advertising manager to grow marketplace sponsorship and advertising for programs.
- Seek out partnership and opportunities that grow the reach of *American Craft* subscription and readership.
- Work with ACC Board task forces and trustees.
- Manage contracts and relationships with print and mailhouse vendors including:
  - Providing oversight for all contract vendor relationships related to printing and mailing magazines, membership renewal notices, and acquisition mailings, and serving as a liaison to these vendors for other program printing and mailing needs.
  - Managing contracts and relationships with digital publishers: Kindle, Apple, and Zinio.
  - Managing agreements with small vendors to sell *American Craft* magazine on small-scale newsstands.
  - Exploring new models of newsstand, partnership, and publication sales in addition to subscription/membership.
  - Filing USPS annual Statement of Ownership.

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

The membership director and publisher should have 5+ years of experience successfully running and growing membership and/or subscription programs and be well-versed in the publishing business or have demonstrated success in marketing and growing earned revenue. They should also have a proven track record of building audiences through innovative online and in-person engagement.

## **PREFERRED EDUCATION AND EXPERIENCE**

- 5-10 years or more of experience in nonprofit membership and/or publishing with a proven track record in growing circulation and membership efforts.
- Demonstrated business acumen and P&L understanding.
- Excellent written and verbal communication skills.
- An entrepreneurial mindset, looking for new ways to generate revenue and engagement with new technology and opportunities.
- Experience working with CRM database systems; prior Salesforce experience preferred.
- Demonstrated experience growing content advertising and sponsorship revenue.
- Demonstrated experience growing an audience online through SEO and social media engagement.
- Experience successfully managing freelance and agency partners.
- Demonstrated experience working collaboratively across departments and functions.
- A demonstrated commitment to the work of diversity, equity, and inclusion.

## **SUCCESS FACTORS**

A successful candidate will be a results-driven doer who brings effective management, marketing, and leadership passions and skills to build a successful media business in the ACC. Entrepreneurial and resourceful, they will always be seeking ways to be more effective and impactful. They will see constrained resources as exciting challenges, rather than limitations.

They will bring 21<sup>st</sup> century digital publishing, engagement, and marketing skills to the table and take ACC in a new, expanded direction to be the leading public voice for the diversity and dynamism of American craft and its makers.

They will create and execute new strategies for expanding the reach and visibility of the Council's work, evidenced by growing audiences and membership, supporting an inclusive and diverse community, generating brand awareness, and increasing revenue and support.

As a proven leader and manager, they will be natural connectors with the ability to foster and support strong creative teams and nurture new voices and national networks.

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

- While performing the duties of this job, the employee is regularly required to use their hands to operate office equipment and computing resources.
- This position must be able to sit for periods of time using office equipment and computers.
- This position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with a low noise level.
- This job will require in-person work at ACC offices located in the Historic Grain Belt Building in Northeast Minneapolis. Currently, ACC is offering employees the ability to

work hybrid schedules from both home and the office. ACC is monitoring and complying with all current COVID-19 recommendations by the CDC and state of Minnesota.

- This position requires travel.

### **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](http://craftcouncil.org).

**SALARY RANGE** (commensurate with experience): \$65,000–\$80,000 per year plus generous benefits listed on our [employment page](#).

### **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 “Membership Director and Publisher”

ACC will begin reviewing applications August 23, 2021. The position will remain open until filled.

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](#).