



MARKETING SPECIALIST

The American Craft Council is seeking a creative and motivated person for our marketing specialist position. This new ACC team member will report to the director of marketing and communications and will be part of the marketing team which includes part-time contract graphic designers, national PR agencies, a full-time in-house marketing coordinator who manages social media and email campaigns, and a full-time in-house marketing manager who manages website content, project management, and communications writing. The marketing specialist role will be a full-time in-house position responsible for cross-promotion efforts, influencer marketing, paid media advertising campaigns, PR agency management, and sponsorship opportunities. This person will also 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. Working at ACC, you will be able to help impact the livelihoods of artists and bring together the craft community.

RESPONSIBILITIES AND DUTIES

- Establish and maintain sponsorship relationships with new and existing craft-minded brands and organizations through networking and prospecting
- Work with external PR agencies and vendors to execute marketing initiatives
- Discover effective marketing and promotional channels to promote online and in-person craft marketplace events and drive attendance
- Analyze Google, Shopify, and social media analytics and develop reports for the key performance metrics and efficiency of ACC's marketing campaigns
- Develop a campaign for craft, building general awareness for the mission of our nonprofit organization
- Partner with local and national craft organizations and media outlets for cross-promotional efforts
- Manage paid media and advertising campaigns
- Manage social media influencer outreach and contracts
- Perform other tasks as assigned

ESSENTIAL EXPERIENCE, SKILLS, AND COMPETENCIES

The ideal candidate should:

- 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
- Seek partnerships and sponsorship opportunities and effectively communicate the mission of 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, sponsorships, event promotion, or paid media
- Nonprofit experience and a passion for the arts are preferred but not required
- Expertise in the use of English grammar and punctuation
- Proficiency with team collaboration tools—specifically Asana, Slack, Salesforce, and Airtable—is helpful but not required
- Proficiency with the Google product suite, including Google Docs, Sheets, Slides, Google Calendar, Gmail, Google Meet, and Google AdWords
- Google Adwords and Analytics certifications are preferred but not required
- Ability to handle multiple projects and produce high-quality results in a timely manner and work both collaboratively and independently

DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT

- While performing the duties of this job, the employee is regularly required to use their hands and sit for periods of time using office equipment and a computer.
- The position may require moderate lifting of supplies from time to time.
- The working environment is a general office environment with a low noise level.
- The employee must be able to work from our offices in Minneapolis, Minnesota on a hybrid schedule.
- We have half-day Fridays every week to offer an extended weekend, a generous PTO policy, and 18 paid holiday days including Juneteenth, the day after Thanksgiving, and the time between Christmas Eve to New Year's Eve.
- We also offer medical and dental insurance, long-term and short-term disability insurance, flexible spending plans, and a 401k with a 4 percent match once eligible.

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 creates space for dialogue and action—because craft can bring us together as people. Learn more at 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 with the subject heading of "Marketing Specialist."

The deadline to apply is May 31, 2022.

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](#).