



MEDIA BUYER AND SPONSORSHIP SALES

The American Craft Council is seeking a creative and motivated person to be responsible for media buying and sponsorship sales. This new ACC team member will be part of the marketing team and will create and manage social media ads, Google AdWords campaigns, Google Grant management, event promotion, PR agency management, analytics reporting, and sponsorship sales for the ACC and our online and in-person events. Working at the ACC, you will be able to help impact the livelihoods of artists and bring together the craft community.

RESPONSIBILITIES AND DUTIES

- Develop and maintain Google AdWords campaigns.
- Manage the Google Grant and budgeting.
- Arrange meetings with our national PR agencies and provide coordination for all deliverables.
- Work with contracted graphic designers and our development writer to develop all sponsorship deck materials, metrics, and strategy for sponsorship benefits.
- Meet or exceed goals set for sponsorship sales of all in-person and online events.
- Manage relationships with all sponsors including all deliverables and reporting.
- Work with our marketplace and marketing teams to ensure that our in-person and online events are appropriately marketed and promoted through all appropriate venue channels, broadcast, radio, paid social media, influencers, conferences, and partnerships, with the goal of boosting ticket sales and attendance.
- Network with other cultural organizations and adjacent industries to generate and manage cross-promotional opportunities for the American Craft Council.
- Create presentations to report success for paid media and event metrics.
- The person in this role will also 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 minimum of two to five years of experience in media buying, event promotion, partnership relations, and sponsorship sales.
- Have certification in Google AdWords and Analytics.
- Have experience with social media ad buying.
- Have proven success with developing and growing sponsorship programs and reporting metrics.

- Be comfortable preparing presentations and decks to report success.
- Have experience with relational databases, preferably Salesforce.
- Demonstrate an affinity for the mission of the American Craft Council.

PREFERRED EDUCATION AND EXPERIENCE

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

- 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.
- Proficiency with the Google product suite, including Google Docs, Sheets, and Slides, Google Calendar, Gmail, Google Analytics, Google Meet, and Google AdWords.
- Proven results with social media ad buying, broadcast, radio, digital ads, influencer promotions, and other advertising mediums for increasing event attendance.
- Success with building and growing sponsorship programs.
- Great partner relations abilities in order to propose and execute on cross-promotions.
- Proficiency with Salesforce and Pardot preferred but not required.
- 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.
- Employee must be able to sit for periods of time using office equipment and 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.
- Depending on the location of the candidate, this position can be a hybrid model of remote and in-office work, or fully remote.

SALARY RANGE: \$50,000

ABOUT ACC

The American Craft Council is a national nonprofit working to keep the craft community connected, inspired, and supported. 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. 80 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.

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 “Media Buyer & Sponsorship Sales.”

The deadline to apply is June 30, 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](#).