



ONLINE CRAFT MARKETPLACE MANAGER

The American Craft Council is seeking a creative and experienced person to be responsible for our online marketplaces. This new addition to the ACC team will work with our marketing and marketplace departments to develop and manage our online events and artist platforms. Take this opportunity to be part of a dynamic and collaborative team committed to supporting artists' livelihoods and help develop a platform that will generate sales for these inspiring entrepreneurs.

RESPONSIBILITIES AND DUTIES

- Manage ACC's Shopify ecommerce platform using knowledge of associated Shopify apps.
- Develop, implement, and manage ACC's artist directory.
- Develop and implement plans for artist communications and online marketplace programming.
- Conduct artist onboarding and provide support for online marketplace events.
- Identify and incorporate wholesale opportunities for our online marketplaces.
- Help identify new revenue streams and opportunities to support artists as well as ACC.
- Provide finance support for artist payouts and reporting.
- Provide IT Support for Survey Monkey surveys, iPad setup, and artist CRM platforms.
- Add artist content to the ecommerce website and edit copy for product descriptions, photography, variants, pricing, and other needs.
- The person in this position 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:

- Be results oriented with proven success growing ecommerce sales.
- Have a minimum of three to five years of experience in ecommerce.
- Demonstrate strong proficiency with Shopify.
- Have experience uploading products to Shopify and writing product descriptions.
- Be growth oriented with the ability to meet sales goals and report out metrics in a clear and understandable manner.
- Work well independently with an entrepreneurial mentality to try new approaches and solve problems.

- Have experience integrating ecommerce products with paid social media campaigns.
- Demonstrate experience with database management experience using Salesforce.
- Be proficient with team collaboration tools, specifically Asana and Slack.
- Be proficient with the Google product suites, including Google Docs, Sheets, and Slides, Google Calendar, Gmail, Google Analytics, Google Meet, and Google AdWords.
- Have strong written and verbal communication.
- Demonstrate ability to handle multiple projects and produce high quality results in a timely manner and to work both collaboratively and independently.
- 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.
- Experience with art, fashion, beauty, design, or craft products is a plus but not required.
- The ability to interact effectively with a wide variety of people, including ACC staff, PR agencies, 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.

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.

SALARY RANGE: \$50,000

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 "Online Craft Marketplace Manager."

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](#).