



**AMERICAN CRAFT COUNCIL
JOB DESCRIPTION**

Title: Marketing Communications Coordinator	Date: September 2020
Reports To: Marketing Director	FLSA Status: XXX

Job Summary:

Collaborate across all departments on communications to support ACC's brand and mission. Ensure that all organizational communications are strategic, compelling, and consistent. Grow ACC's audience by strategically utilizing our marketing automation platform to market ACC programs and initiatives throughout our print, digital, and social channels. Also, assist in marketing partnerships and sponsorships as needed.

Essential Duties & Responsibilities:

- Serve as the internal liaison between departments; responsible for keeping key stakeholders informed and involved in communications plans and priorities
- Coordinate production schedules; be responsible for managing both print and digital production and moving projects to completion; oversee the organization of assets required for production in our online storage platforms in an effort to help streamline production processes
- Work with ACC's preferred marketing automation solution to expand audience engagement and develop new audiences for craft; use data and best practices to track the effectiveness of communications; use results to suggest improvements
- Execute social media (scheduling, posting, and providing collateral for paid media buys, and internal campaigns)
- Work with ACC staff and contractors to facilitate writing copy and creating the design for multiple forms of communication
- Serve as a member of the team to refine and execute ACC's overall communication strategy and advance the marketing and communication plan
- Working with the director of marketing, cultivate and manage marketing and sponsorship partner relationships through prospect research; proposals, solicitations, and acknowledgments; benefit fulfillment; record keeping; event planning and implementation; and budget management
- Assist with strategic planning and member acquisition to help the organization grow our membership and artist base
- Manage records in salesforce
- Manage lists and create and design email campaigns in Pardot
- Perform other tasks as needed

Requirements:

- Bachelor's degree plus three or more years of marketing communication and partnership management experience
- Experience with marketing automation solutions (Salesforce and Pardot preferred)
- Experience writing, editing, designing, and building email marketing campaigns
- Strong interpersonal, written communication, editing, content creation, and visual design skills required; video editing skills preferred as well
- Experience with Photoshop and InDesign preferred
- The ability to work independently to create strategic and engaging content
- The willingness to learn more about the craft and artist industry and build relationships with artists, organizations, and other partners
- A passion for social media as part of an integrated communication strategy
- Ability to manage multiple projects and deadlines with attention to detail
- Ability to establish and manage relationships, work effectively in teams, and maintain good relationships with diverse internal and external constituents
- Excellent computer and organization skills and experience working with word processing, spreadsheets, google drive, and database programs
- Availability and willingness to work occasional evenings and weekends and travel to ACC shows and events

Primary Tasks of the Job:

Importance	Task	% of Time
1	Coordinate production schedules, managing both print and digital production to help move projects to completion	20%
2	Facilitate the strategy, creation, editing, and design for content across multiple platforms	25%
3	Execute social media activity across multiple platforms (scheduling, posting, and providing collateral for paid media buys and internal campaigns)	35%
4	Working with the director of marketing, cultivate and manage relationships and strategies for audience growth	20%

Primary Strategic Element:

	Strengthen economic opportunities within the craft field
X	Promote and advocate for craft as an important cultural resource
	Make operations more effective and increase the value of ACC membership
	Provide thought leadership and cultivate critical thinking about craft

Physical and Mental Demands:

While performing the duties of this job, the employee is frequently required to sit, talk and/or hear, and/or use hands to handle or touch objects, tools, or controls. The employee must occasionally stand, walk and/or lift and/or move up to 10 pounds while moving files or small packages. Specific vision abilities required by this job include close vision and the ability to adjust focus. The mental and physical requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.

Working Environment:

Currently, our office is working remotely. Work is otherwise normally performed in an office environment. The noise level in the work environment is usually moderate.

Salary (Commensurate with Experience): \$35,000 – \$45,000

About Employment with the American Craft Council:

The American Craft Council is building a dynamic and collaborative work environment that values people and their professional development, offering medical and dental plans, flexible spending and health savings accounts, life insurance, long-term disability, generous paid time off, and a 401(k) with match.

The ACC is a community that believes in the value of things made by hand, the people who create them, and the meaning that creativity brings to everyday life. ACC champions craft through *American Craft* magazine, national marketplace events, a specialized research library, achievement awards, and educational workshops and seminars. Take this opportunity to work with a team that is dedicated to convening the craft community and its supporters and providing new opportunities for artists and makers.

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 [here](#).

Please send inquiries and applications, including resume and cover letter, to employment@craftcouncil.org.