



JOB DESCRIPTION

Job title:	Director of Marketing and Communications
Reports to:	Executive Director
Classification:	Full-time, exempt
Salary:	\$80,000 - \$90,000
Location:	Minneapolis, hybrid, or fully remote
Travel:	Occasional travel within the U.S. to ACC meetings and events
Hours:	Monday–Friday, with occasional nights and weekends

About the American Craft Council (ACC):

The American Craft Council fosters livelihoods and ways of living grounded in the artful work of the human hand, creating a more joyful, humane, and regenerative world. In July 2023, the ACC Board of Trustees unanimously adopted the foregoing mission statement and three core strategies to advance it. Building on 80 years of service as a nonprofit advancing craft and its makers across the United States, ACC will focus for the next five years on:

- Providing educational opportunities, connections, and other resources to support craft artists and makers on the diverse paths they follow to build craft-centered livelihoods.
- Increasing our publishing and storytelling across multiple channels to build a large, engaged community of members united in their love of craft-centered ways of living.
- In collaboration with place-based partners, producing a collection of vibrant, regionally tailored festivals designed to advance both of the above strategies, bringing together craft artists and makers, ACC members, and craft-curious members of the general public. Festivals may be small or large, indoors or out, and take place over a half day or multiple days in one venue or many venues across a city. Above all, they are lively, experiential, multisensory, and multifaceted, and ACC's will be designed and built with regional partners and regional sensibilities from day one.

Learn more at craftcouncil.org

Position Summary:

The Director of Marketing and Communications is responsible for leading overall organizational marketing and communications efforts for the American Craft Council, including public relations efforts to position the ACC as a national leader in fueling a large and diverse movement dedicated to craft-centered ways of living. This position will oversee the development and implementation of initiatives and projects in marketing, communications, and community relations that benefit the entire organization and advance ACC's newly adopted strategic framework and pending five-year business plan.

The Director of Marketing and Communications is a member of ACC's leadership team and plays a key role in advancing the organization's equity and inclusion initiatives. As ACC completes five-year business planning and begins to implement our plan, this important role may evolve and gather additional focus.

The Director of Marketing and Communications is an internal consultant to the Executive Director and other leadership team members responsible for programs and partnerships, fund development, and general administration and collaborates with various staff members of those departments as well. This position also works closely with the Director of Membership Acquisition and Retention, who is accountable for growing and retaining a large, engaged community of

ACC members and serves as publisher of *American Craft*. They identify vendors and outside contractors as needed to accomplish the goals of the organization, as approved by the Executive Director.

The Director of Marketing and Communications manages the in-house marketing team and employs a collaborative approach to help all leadership team members achieve their goals.

Responsibilities include, but are not limited to:

Organizational Marketing and Communications (20%)

- Serve as chief brand steward for ACC.
- Provide ongoing website management and oversight.
- Provide overall management of ACC's CRM- Salesforce.
- Develop and manage overall marketing and communications strategies and tactics to achieve organizational marketing goals. This includes the development and management of annual operating budgets for marketing & communications.
- Stay up-to-date with marketing best practices and emerging technologies.
- Analyze pre- and post-campaign key performance indicators such as return on investment, cost of sale, pricing analysis, market trends, consumer satisfaction, lifetime value analysis by source, and product preferences to drive improvements in strategies and tactics.
- Generate regular reports, including timely wrap-up reports of individual campaigns, to assess campaign effectiveness and provide actionable insights for the Executive Director and the leadership team. Publishes these transparently for the benefit of the organization and the team.
- Identify and implement accessibility best practices and initiatives in line with ACC's diversity, equity, and inclusion efforts.
- Lead PR work to position ACC and get leadership team members at the right tables and in the public eye.
- In collaboration with the Development team, develop and oversee the implementation of development-specific marketing plans and campaigns.

Support for Program Marketing (15%)

- In collaboration with the Senior Director of Programs and Partnerships and/or Senior Editor, develop and oversee the implementation of program-specific marketing plans and campaigns.
- Provide marketing and PR support to drive the success of the Baltimore and Saint Paul events in FY24.
- Provide marketing and PR support to drive the success of the editorial department's needs related to *American Craft*, online content, and editorial events.
- Provide similar support for other smaller events, including tests and fundraising events.

Support for Membership Marketing and Initial Fund Development (5%)

- Provide organizational branding support for membership audience development.
- Assist in the efforts, as requested, to build grassroots donations to ACC, helping to transition them to ACC's development department for cultivation and stewardship.
- In collaboration with the Director of Membership Acquisition and Retention, support the department in achieving membership goals.

Marketing Team Management (20%)

- Develop and manage the marketing team's execution of organizational and programmatic marketing strategies and plans to produce deliverables and objectives on time and within the applicable budgets.
- Ensure efficient project management for all internal organizational needs, including the use of appropriate project management software, the tracking and reporting of progress, and the publication of an organization-wide calendar of all marketing and communications efforts.
- Develop and implement protocol and process improvements.
- Build and maintain collegial and productive internal and external vendor relationships.

Strategic Framework Launch Initiatives (40%, declining to 0% in 12-18 months)

- Oversee comprehensive website redesign and corporate branding work, and related market research

New Events Strategy (0%, in 12-18 months becoming 15%)

- Collaborate with other leadership team members within the business planning process to develop an organization-wide tactical plan for testing and expanding ACC's geography-based event strategy with multiple models of partnership and revenue generation, including programmatic, philanthropic, and membership support.

Communications and PR (0% growing to 25%)

- Lead the organization's communication strategy
- Serve as chief ACC spokesperson at the Executive Director's request or in the event the Executive Director is unavailable.
- Develop and oversee the implementation of crisis and sensitive issues communications plans as necessary.

This position is a good fit for someone who has:

- A graduate degree in Marketing, Communications, Business Administration, a related field, or equivalent experience.
- Commitment to equity, diversity, inclusion, and social responsibility.
- Strong strategic thinking and problem-solving skills, with a results-driven mindset.
- In-depth knowledge of marketing principles, practices, and emerging trends.
- Experience in developing and executing multi-channel marketing campaigns.
- Proficiency in digital marketing tools and platforms, including email marketing, social media management, and analytics.
- Strong analytical and data interpretation skills.
- Excellent written and verbal communication skills.
- Proven ability to manage multiple projects and meet deadlines.
- A commitment and ability to work collaboratively with cross-functional teams.
- High degree of emotional intelligence.
- Proficiency in MS Office, Google Workspace, CRM systems, and marketing automation platforms.
- Experience with Salesforce CRM and/or Airtable is preferred, but not required.
- Non-profit sector experience preferred.

ACC is willing to teach:

- Craft as an artform and associated American Craft Council products, including memberships, marketplace programs, related events, and ancillaries.
- Industry-specific marketing and communications skills and existing procedures for marketing requests, art delivery, scheduling, promotions, and data management.
- Policies and procedures specific to the American Craft Council.

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 "Director of Marketing"

ACC will begin reviewing applications November 27, 2023. The position will remain open until filled.

ACC is an equal opportunity employer and does not discriminate in any aspect of employment (including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training) 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 will not tolerate discrimination or harassment based on any of the above characteristics.