



## **JOB DESCRIPTION**

Job title: Director of Membership Acquisition and Retention  
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](https://craftcouncil.org)

### **Position Summary:**

The Director of Membership Acquisition and Retention is responsible for growing and retaining a large, engaged community of ACC members united in their love of craft-centered ways of living. This includes planning, implementing, and overseeing marketing tactics and benefits to promote ACC's brand to prospective members; to convert those prospective members into paid members; to cultivate them for initial donations; and to retain those members to drive revenue. Membership growth and retention is a major strategic focus for the organization for the next few years as the new strategy for the organization is the basis of ACC's plans for the next five years.

The Director of Membership Acquisition and Retention is a member of ACC's leadership team, serves as the publisher of *American Craft* magazine, and plays a key role in advancing the organization's equity and inclusion initiatives.

The Director of Membership Acquisition and Retention manages the *American Craft* Advertising Sales Manager, the Member and Customer Service Coordinator (who also works part-time on the programming team) and the external relationship with ACC's fulfillment vendor, with the assistance of a circulation and fulfillment consultant. They also work

closely with the marketing team and other external vendors who help execute membership marketing plans. The in-house marketing team is directly managed by the Director of Marketing and Communications.

Finally, the Director of Membership Acquisition and Retention is responsible for acquiring and retaining initial donors: members who are inspired to make first-time gifts and may evolve into major donors to ACC. The principal marketing tactics are similar to those used for building membership, fostering synergies between ACC's membership and fund development efforts. As initial donors demonstrate capacity and motivation to become major donors through repeat giving or fundraising event attendance, or are identified as potential major donors through third party vendors, they are transitioned to ACC's development department for cultivation and stewardship.

As Publisher, this position is also responsible for printer relations, preparing the print order for each issue of *American Craft*, supplemental mailings to new and renewing members, the annual Statement of Ownership printed in the magazine, and newsstand and gallery sales.

**Responsibilities include, but are not limited to:**

*Audience development (50%)*

- Develop and manage audience development strategies and tactics to achieve acquisition, retention, and engagement goals. This includes the development and management of annual operating budgets for membership marketing, publishing, and related functions.
- Manage all tactics utilized to generate sales (print, broadcast, direct mail, telemarketing, e-commerce, digital advertising, etc.) with the goal of creating engaging, efficient, cost-effective, and targeted campaigns to grow audiences across all offerings.
- Execute and evaluate targeted strategic discounting and promotional testing.
- Manage relationships with fulfillment, mail, and print houses.
- Conduct market research to identify trends, target audiences, and the competitive landscape, utilizing findings to inform membership marketing strategies, messaging, and targeting.
- Stay up-to-date with marketing best practices and emerging technologies.
- Conduct audience research through qualitative and quantitative methods (surveys, focus groups, data analysis, etc.) to gather insights about the target audience, working with the in-house marketing team as needed.
- 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. Publish 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.
- Collaborate with the Director of Marketing and Communications and internal teams to ensure consistent messaging and branding in all externally-facing materials.
- Identify synergies between departments' efforts and apply conversion points to drive engagement and revenue.

*Manage internal staff and external relationships (15%)*

- Manage internal staff (Customer Service and Advertising Sales) to help them achieve their goals and contribute to strong member relationships.
- Manage external relationships with outside fulfillment vendor, the circulation and fulfillment consultant, and other service vendors to meet the goals of the organization and the value of the vendor to the future growth of the American Craft Council.

*Initial donor acquisition and retention efforts (25%)*

- Develop and execute marketing tactics to increase initial and repeat donations to ACC through all methods used to generate members (print, direct mail, telemarketing, e-commerce, digital advertising, etc.) to reach revenue goals.

- Work collaboratively with the programs and partnerships team and the fund development team to plan and implement holistic member and donor benefits programs. ACC members are craft artists and makers and those who appreciate the work of artists and members, united by their love of craft-centered ways of living.

*Publisher (10%)*

- Responsible for printer relations and negotiations.
- Prepare the print order for each issue, including supplemental mailings to new and renewing members.
- Prepare the annual Statement of Ownership printed in the magazine.
- Manage newsstand and gallery sales.
- Collaborate with the Editor in Chief as requested and required.

As the business evolves, so may this role. These duties may change as ACC's leadership identifies the need at any time.

This position is a good fit for someone who has:

- Bachelor's degree in Marketing, Business Administration, or a related field, or equivalent professional experience.
- Minimum of 5 years' experience in circulation marketing roles, with a focus on strategy development and campaign management.
- Demonstrated commitment to diversity, equity, 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.
- Some knowledge of advertising sales in publishing and online environments.
- 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 is preferred, but not required.
- Nonprofit 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](mailto:employment@craftcouncil.org) with the subject heading of "Director of Membership"

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.*