



Job title: Events Manager
Reports to: Director of Programs and Events
Classification: Full-time, Exempt
Salary: \$50,000- \$60,000
Supervises: N/A

Location: Twin Cities preferred, but will consider nationwide qualified candidates; periodic travel to ACC meetings and events required
Hours: Monday-Friday, with occasional nights and weekends
Key Relationships: Program Manager
Member and Customer Service Coordinator
Various Event and Program Contractors

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. Building on 80+ years of service as a nonprofit advancing craft and its makers across the United States, ACC is focusing 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 events designed to advance both of the above strategies, bringing together craft artists and makers, ACC members, and craft-curious members of the general public.

Learn more at craftcouncil.org

Position Summary:

The events manager is a key member of ACC's Programs and Events team who is responsible for engaging audiences through a variety of events that support ACC's strategic goals, including fostering livelihoods for artists, storytelling, and engaging craft enthusiasts. The events manager will lead the execution of American Craft Made / Baltimore, American Craft Fest, editorially driven events, and other events as they develop. This role involves internal communications with ACC staff along with communicating key information to a variety of external stakeholders, such as exhibiting artists. Additionally, the events manager supports sponsorship and advertising efforts and brings an entrepreneurial spirit by identifying opportunities and avenues for partnership and revenue.

The events manager reports to the director of programs and events and works closely with the program manager, advertising & sponsorship manager, the rest of ACC's internal marketing team, and external

consultants.

KEY RESPONSIBILITIES

FINANCIAL REPORTING (10%)

- In partnership with the Director of Programs and Events, develop department and program-level budgets and advise on multi-year budgeting connected to ACC's planning process.
- Review financial reports for accuracy in accounting.
- Manage events budgets, including approving and coding invoices.

PLANNING & EVALUATION (10%)

- Create and maintain event project schedules and collaborate with ACC staff to implement planning.
- Manage and solve problems related to any planning issues that arise.
- Create, deliver, and analyze pre- and post-event evaluations.
- Develop staffing plans for events.
- Support the development of funding and sponsorship proposals related to events.

COMMUNICATIONS AND AUDIENCE DEVELOPMENT (30%)

- Manage all events-related communications, including invitations, logistical information, and questions.
- Work closely with the program manager and sponsorship and ad sales manager to develop and nurture events-related partnerships and relationships.
- Identify and pursue opportunities to further ACC's mission and strategic goals with an entrepreneurial mindset.
- In collaboration with the program manager, develop and grow ACC's new volunteer program.
- Work with marketing and editorial staff to promote and highlight ACC events through varied communications strategies.

EVENT MANAGEMENT (50%)

Oversee, manage, and evaluate nation-leading online and in-person events that serve craft artists and makers, appreciators, and other ACC constituents, including:

- American Craft Made / Baltimore Marketplace, American Craft Fest & Object Stories
 - With the director of programs and events, plan the event from start to finish, taking into account the target audience, objectives, and cross-departmental collaborations.
 - Source and negotiate with suppliers and vendors.
 - Hire contractors and vendors such as entertainment, bar, etc.
 - Develop a staffing plan and assist with staff communication.
 - Ensure the event runs smoothly and resolve any issues that may arise.
 - Analyze the event's success, gather feedback, and make recommendations for improvement.
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- Craft Lab Workshop Series & ACC Forums
 - With the program manager, ensure that the planning of these online events takes into account the target audience, objectives, and cross-departmental collaborations.
 - Provide ACC's marketing team with information to promote the event.
 - Ensure IT planning and execution, including zoom links, registrations, etc.

- E-commerce efforts
 - When ACC's e-commerce platform is built, collaborate across departments to develop online e-commerce events, promoting the sale of artist's work.

ACC events will evolve over time. The events manager will play a critical role in developing and implementing new events and initiatives.

REQUIRED SKILLS AND ATTRIBUTES

- Bachelor's degree or equivalent professional experience.
- Knowledge of the national craft field is a plus.
- 5+ years of event management experience with a track record of success
- 5+ years of demonstrated success as an effective internal and external relationship-builder, revenue-developer, budget manager, project leader, supervisor, and collaborative colleague.
- Ability and willingness to travel regionally, nationally, and internationally.
- Ability and willingness to attend and lead events on evenings and weekends.
- Successful track record developing and managing events partnerships and sponsorships
- Entrepreneurial mindset motivated by growth with a track record of setting and achieving revenue goals (earned and/or contributed income).
- Exceptional written and verbal communication skills; confident and effective speaker and presenter; clear and professional demeanor.
- Technology skills that meet today's workforce demands (Microsoft Office, Google Suite, Salesforce, video conferencing, Slack, etc.), including strong skills using virtual collaboration tools to track projects, solve problems, and work with others across distances.
- Eager, self-sufficient, and adaptable learning style.
- Values and seeks input from multiple perspectives, champions new ideas, and encourages new ways of thinking.
- Solution-oriented approach, with excellent time management and organizational skills; strong project management skills and detail-orientation
- Ability to identify with and/or extensive experience working within the diverse communities and populations ACC serves, and a commitment to the work of equity and anti-racism personally, structurally, and within the craft field.
- Well-developed emotional intelligence, including self-awareness and self-management skills.
- Works hard and achieves agreed-on goals in a largely autonomous and self-directed mode.
- Is skilled at building relationships in a wide range of contexts. Readily establishes rapport and trust with everyone from artists and makers to fellow arts administrators and funders to small business owners and corporate execs.
- Is an excellent communicator in 1:1, small group, and public speaking contexts, and in writing.

DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT

- This position can be fully remote, and candidates from across the country are encouraged to apply.
- Travel to ACC marketplace events is required.
- While performing the duties of this job, the employee is regularly required to use their hands and sit for periods of time using office equipment and a computer.
- The position may require moderate lifting of supplies from time to time.
- We have a generous PTO policy, and 18 paid holiday days including Juneteenth, the day after Thanksgiving, and the time between Christmas Eve to New Year's Eve.

- We also offer medical and dental insurance, long-term and short-term disability insurance, flexible spending plans, and a 401(k) with a four percent match once eligible.

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 “Events Manager”.

ACC will begin reviewing applications on October 11, 2024. The position will remain open until filled.

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](#).