



## **Communications Assistant**

*Applications due 5/21/21*

### **SUMMARY**

The Society of Arts + Crafts seeks an energetic individual to assist with communications, primarily serving the needs of the Director and Deputy Director with writing and editing content to support marketing, fundraising, and other organization needs. This person will work closely with a part-time graphic designer to support the communications goals and efforts of the Society of Arts + Crafts and its affiliate program, CraftBoston.

At present all staff work remotely, using frequent Zoom meetings and communicating via telephone and email. General office hours are Monday to Friday, 10am - 6pm, but remote work allows some flexibility.

### **DUTIES OF THE POSITION**

- Develop and oversee a marketing calendar for all organization communications
- Develop and maintain web content in Wordpress.
- Plan and implement social media campaigns, develop new channels when necessary.
- Write, edit, and send Mailchimp campaigns for both CraftBoston and the organization at large.
- Plan and develop a print newsletter for members, then implement it by writing or coordinating all content, assisting with the layout and production through a print/mailhouse.
- Run web analytics and evaluate campaigns on web, email, direct mail, and social media, and report findings to the office.
- Enhance audience engagement by using underused functionality in social media and email platforms.
- Support the Executive Director and Deputy Director in managing various communications related to fundraising and development, marketing, and operations including writing fundraising appeals, sponsorship brochures, and other supporting materials.
- Other duties as assigned.

### **DESIRED TRAITS AND CHARACTERISTICS**

- Able to work both independently and on a team.
- Proactive communicator; a track record of success in working with colleagues, external communities, and various stakeholders to achieve communication goals.
- Problem-solver; rises to challenges and seeks solutions that work for all involved.
- Versatile; able to rapidly adapt to changing priorities while remaining productive and organized.
- Develops procedures and systems for order, accuracy, efficiency, and productivity.

- Prioritizes and completes tasks that are necessary; effectively manages difficulties and delays, takes initiative, and prioritizes tasks to stay on schedule.
- Informs Director and Deputy Director in a timely manner if delays or changes are unavoidable.

## **REQUIRED SKILLS**

- Excellent verbal communication skills; able to concisely communicate ideas in writing.
- Flawless grammar and attention to detail required. A thorough understanding of how to tailor messages to different audiences on various platforms necessary.
- Ability to handle multiple projects with competing deadlines confidently, managing both priorities and expectations.
- An understanding of development tools and techniques, including stewardship, membership, and volunteer engagement; an ability to incorporate best practices into communications strategies.
- Able to comfortably work remotely, using Zoom, Google Drive, and other appropriate and developing tools, with regular check-ins for the purposes of coordination.
- Strong visual orientation, with an understanding of basic graphic skills and visual hierarchy in presentation.
- Familiarity with MailChimp, Social Media management tools, Microsoft Suite (especially Word and Excel), Google Suite, Wordpress.
- Familiarity with Salesforce CRM, Adobe Suite (including Photoshop and InDesign) a plus.

## **QUALIFICATIONS**

A bachelor-equivalent degree plus five years of experience in marketing and communications, along with desired characteristics, experience in similar duties, and demonstrated skills and abilities listed above. In absence of a bachelor degree, we also consider alternative forms of education and demonstrated professional experience.

## **COMPENSATION AND BENEFITS**

The pay range for this position is \$18-22/hour, depending on professional experience and skill set.

## **APPLICATIONS AND INQUIRIES**

Please submit a cover letter and resume with a summary of demonstrable accomplishments and salary expectations (electronic submissions preferred) to [info@societyofcrafts.org](mailto:info@societyofcrafts.org)

We encourage and welcome applications from people of all backgrounds. The SA+C is committed to creating a work environment that engages multiple perspectives, different ideas, and individuals in order to define organizational policy and culture.

Position open until filled.

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*The mission of the Society of Arts and Crafts (SA+C) is to support and celebrate craft makers and their creativity. Incorporated in 1897, SA+C has been at the forefront of the American craft movement for over 100 years. On the eve of its 125th anniversary, the organization is embarking on a bold new strategic plan to apply the organization's efforts towards promoting the relevance of craft in the 21st-century.*