



P/T Communications Contractor

Applications due 8/31

SUMMARY

The Society of Arts + Crafts seeks an energetic, organized individual to assist with a variety of administrative and marketing tasks for **approximately 10-15 hours per week**, primarily serving the needs of the Director and Deputy Director. This person will also work closely with others in the organization to support the goals and efforts of the Society of Arts + Crafts and its affiliate program, CraftBoston.

Staff currently works remotely, using frequent Zoom meetings and communicating via telephone and email. General office hours are Monday to Friday, 10am - 6pm. Remote work allows some flexibility but availability during some office hours is necessary.

DUTIES

(Assignments will be tailored to the strengths of the individual.)

- Develop and maintain website 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.
- Develop a print newsletter for members, then write/coordinate content in close coordination with the graphic designer
- Run web analytics and evaluate campaigns on web, email, direct mail, and social media, and report findings to the office on a regular basis
- Enhance audience engagement by using underused functionality in social media and email platforms.
- Assist the Executive Director and Deputy Director in managing various communications related to fundraising and development, marketing, and operations
- Other duties as assigned.

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.
- Able to rapidly adapt to changing priorities while remaining productive and organized.
- Develops procedures and systems to enhance accuracy, efficiency, and productivity. Enjoys learning new systems and programs.
- 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), and Airtable a plus.

QUALIFICATIONS

A bachelor-equivalent degree plus five years of experience in marketing and communications, along with desired characteristics, experience, and demonstrated skills and abilities..We will consider candidates who are currently working towards their B.A. if appropriate skills are demonstrated.

COMPENSATION AND BENEFITS

The pay range for this position is \$15-20/hour, depending on professional experience and skill set. We anticipate approximately 10-15 hours of work per week.

APPLICATIONS AND INQUIRIES

Please submit a cover letter and resume with a summary of demonstrable accomplishments and salary expectations to info@societyofcrafts.org. A cover letter is required. Examples of writing, marketing, and other skills are encouraged.

We 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.

Deadline is August 31, 2021. Applications will be reviewed on a rolling basis until position is filled.

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.