



JOB DESCRIPTION

Job title:	Advertising Sales Manager
Reports to:	Director of Marketing and Communications
Classification:	Full-time, exempt
Salary:	\$60,000- \$70,000 plus Commission based on sales
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. 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

Summary:

The Advertising Sales Manager is responsible for driving revenue through the sale of advertising space and opportunities across various platforms including within print issues of *American Craft* magazine, on the ACC website, and other digital publications. This role involves building and maintaining relationships with clients, developing advertising strategies, and achieving sales targets. The Advertising Sales Manager plays a vital role in promoting ACC's equity and inclusion initiatives. The individual best fit for this position will join the American Craft Council at a pivotal moment in its history and will join a visionary team dedicated to celebrating and advancing the rich tradition of American craft, all while carving out a path for future success and engagement.

The Advertising Sales Manager will report to the Director of Audience Development and will work closely with members of the marketing, corporate sponsorship, and editorial teams.

Responsibilities include, but are not limited to:

Sales and client relationship management (60%)

- Proactively identifies and engages potential advertising clients including businesses, brands, and individuals.
- Conducts market research to identify new advertising opportunities and industry trends.

- Builds and maintains relationships with existing clients, ensuring their satisfaction and fostering long-term partnerships.
- Develops advertising strategies tailored to meet clients' objectives and budgets.
- Prepares and delivers sales presentations to showcase advertising solutions and negotiates favorable contracts.
- Collaborates with internal teams to ensure the successful execution of advertising campaigns.

Advertising campaign management (30%)

- Coordinates the implementation and execution of advertising campaigns, ensuring adherence to deadlines and quality standards.
- Monitors and analyzes campaign performance, providing clients with regular reports and recommendations for optimization.
- Stays up-to-date with industry trends and emerging advertising technologies to enhance campaign effectiveness.

Administration and reporting (10%)

- Maintains accurate records of sales activities, client interactions, and revenue forecasts.
- Prepares regular sales reports and presentations for management.
- Collaborates with the finance department to ensure timely and accurate billing and payment processes.

As our organization and the fields we are part of evolve, 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, Communications, or a related field.
- Minimum of 5 years of experience in advertising sales or related roles, with a proven track record of achieving sales targets (magazine publishing experience a plus).
- Strong commitment to equity, diversity, inclusion, and social responsibility.
- Excellent communication and negotiation skills, with the ability to build rapport and effectively influence clients.
- In-depth knowledge of advertising principles, practices, and industry trends.
- Familiarity with various advertising platforms, including digital, print, and social media.
- Proficiency in CRM software and sales management tools.
- Analytical mindset with the ability to interpret data and make data-driven recommendations.
- Strong organizational and time management skills, with the ability to prioritize and meet deadlines.
- Self-motivated and results-oriented, with a proactive approach to problem-solving.

ACC is willing to teach about:

- The craft field and ACC's history, programs, and services.
- Policies, procedures, and ways of work common to the nonprofit sector or specific to ACC.

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 "Advertising Sales Manager."

ACC will begin reviewing applications **August 1, 2024**. This 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.