



JOB DESCRIPTION

Job title:	Public Relations Specialist
Reports to:	Director of Audience Engagement
Classification:	Full-time, exempt
Salary:	\$48,000- \$52,000
Location:	Open, may work remotely with occasional travel to ACC meetings and events.
Hours:	Monday–Friday, with occasional nights and weekends.
Travel:	Some travel may be required to ACC events nationwide.

The American Craft Council is a nationwide, membership-based nonprofit working to foster livelihoods and ways of living grounded in the artful work of the human hand, creating a more joyful, humane, and regenerative world. Building upon an 80+ year legacy of tradition and innovation, ACC is part of a growing coalition of organizations, makers, and advocates at the forefront of a movement that supports craft-centered livelihoods and ways of living—an American craft renaissance.

Through storytelling, resources for artists, and unique craft experiences, we leverage the transformative possibilities of craft. We provide resources and recognition for artists and makers, share inspiring stories via the award-winning *American Craft* magazine and other platforms, and produce unique experiences that foster a broad appreciation of the handmade. Honoring a diversity of craft practices, we continue to cultivate an ever-expanding community—welcoming all who believe that making creates a meaningful world.

The Public Relations Specialist is a key member of ACC’s marketing team and will work to connect new audiences to ACC and deepen engagement with established audiences nationwide. The candidate will join a team spanning multiple time zones that works to support ACC’s programs, events, *American Craft* magazine, a newly relaunched membership program, and more. This position is responsible for producing high-quality social media content, writing and producing written material for various uses, facilitating media and press activities alongside our Baltimore-based PR agency, and leading grassroots engagement activities for the organization. This position also contributes to the ACC’s equity and inclusion initiatives.

Key Responsibilities:

Social Media Management (30%)

- Concept, produce, and post social media content to engage, delight, and inform our audience.
- Proactively seek out opportunities for storytelling, and work cross-departmentally to source ideas, develop content, and connect ACC to relevant social trends.
- Conduct research, perform interviews, and collaborate with internal teams and subject matter experts to gather information and insights for content creation.
- Grow ACC’s digital footprint and help expand our reach by meeting new audiences where they are.
- Monitor social media channels, respond to comments and messages, and engage with the online community.
- Analyze metrics and generate regular reports to assess performance and inform future strategies.
- Serve as point-person for ACC’s social media management software.

Copywriting & Content Development (30%)

- Write and edit engaging content including ad copy, email newsletters, press releases, talking points, promotional letters, speeches, FAQs, op-eds, and other content for various communications channels..
- Develop media kits and key message documents for distribution to partners, artists, and other stakeholders.
- Act as a key brand steward, ensuring consistency in tone, messaging, voice, and visual standards across all communications.
- Contribute to the development and maintenance of ACC's email and content calendars.

PR & Media Relations (20%)

- Serve as earned media coordinator and a primary point of contact for external public relations partners, providing them with the information they need to secure media engagements in their respective regions.
- Assist with media engagements for American Craft Made Baltimore, American Craft Fest St. Paul, and other events nationwide.
- Serve as a media contact for ACC, fostering relationships with key press and media outlets, preparing interviewees with relevant information, and developing talking points for media opportunities.
- Concept, write, and pitch stories and secure placements in regional media.
- Draft press releases and media pitches, and develop media kits.
- Establish and maintain cross-promotional media partnerships with new and existing brands and organizations, activating influential relationships through networking and prospecting.
- Monitor media coverage and produce media reports.
- Manage influencer relationships and build our capacity to engage in influencer marketing for events, programs, and other initiatives.

Community Engagement & Grassroots Marketing (10%)

- Support cross-promotional partnerships with local and national craft organizations.
- Support ACC's participation in events, conferences, and exhibitions, including media coordination and on-site activation.
- Engage in grassroots marketing and community outreach activities to promote ACC's activities, events, mission, and impact.

Other Duties (10%)

- Assist in producing ACC's flagship events, including American Craft Made Baltimore.
- Other duties as assigned.

As ACC evolves, so may this role. Duties may also 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 Communications, Public Relations, Journalism, or a related field.
- Minimum of 3 years of experience in communications, public relations, or marketing roles.
- Commitment to equity, diversity, inclusion, and social responsibility.
- Excellent written and verbal communication skills, with exceptional attention to detail.
- Strong knowledge of social media platforms, best practices, content management systems, and analytics tools.
- Strong storytelling and content creation abilities, with the ability to adapt tone and style for various platforms and audiences.
- Understanding of public relations practices and experience with media relations.
- Proficiency in MS Office, Adobe Creative Suite, and email marketing platforms.

- Strong organizational and project management skills, with the ability to manage multiple tasks and meet deadlines.
- Proactive and collaborative mindset, with the ability to work effectively within a team and across departments.

What We Offer:

- Competitive salary and benefits package.
- Opportunity to work in a creative and collaborative environment.
- Flexibility with remote and hybrid work.
- Professional development and growth opportunities.
- A supportive and inclusive company culture.

ACC is willing to teach:

- Craft as an artform and associated American Craft Council products, including memberships, programs, 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 with the subject heading of "Public Relations Specialist".

ACC will begin reviewing applications on December 6, 2024.

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.