

Piedmont Craftsmen

Organization Description:

Piedmont Craftsmen, Inc. is a non-profit (501-c-3) education and arts organization that is dedicated to the promotion of fine traditional and contemporary craft/arts through a wide variety of educational and membership activities and services for the benefit of the community. Since its inception in Winston-Salem in 1963, this guild of craft makers and craft collectors/appreciators has grown to become one of the most respected visual arts organizations in the U.S. Piedmont Craftsmen has five key programs: Education in the schools and community; the Gallery and Shop that features and sells the work of approximately 185 different craft artists at any given time; the annual Piedmont Craftsmen's Fair that is a showcase and retail market for our exhibiting members fine crafts; Exhibitions are presented each year to present new work of the artists; and Membership.

E-Commerce Specialist Position

The E-Commerce Specialist is a key staff position ensuring achievement of the goals and success of the Piedmont Craftsmen, Inc. located in Winston-Salem, NC. This position holds a leadership role in the institution, reports directly to Gallery Director and the President / CEO and works closely with other senior and sales staff, the Exhibiting Membership, and customers.

This position oversees Piedmont Craftsmen, Inc.'s e-commerce and related functions. Works closely with the Gallery Director and staff to create and implement an annual e-commerce strategy for the online shop and schedule of social media and marketing content. The position requires skill in digital or product photography & photo editing, customer service, and is detail oriented. Manages content, social media and marketing for Piedmont Craftsmen's online shop. Handles shipping and customer service inquiries.

This is a part-time position starting at 24 hours per week and can expand to 30 hours per week based on job performance and budget. Employee is required to work on site with the flexibility to work partly from home. Starting salary \$18,000 to \$20,000 depending on level of experience. Other benefits include two weeks of annual paid vacation plus 10 paid holidays following a 90-day probationary period.

Position Responsibilities:

- **Website Online Shop**
 - Create, edit and upload product photography and descriptions to the ecommerce platform and remove discontinued /out-of-stock items in a timely manner.
 - Work with Gallery Director to process and produce monthly consignment and wholesale payments to craftsmen.
 - Create, maintain, and update SEO for online shop
- **General Website Duties**
 - Photograph and update informational postings for online exhibitions/archives and "In the Gallery" sections on website.
 - Receive and relay purchasing information to gallery staff for all website shop product orders.
 - Check for functionality of website and work with the web team to fix problems.
- **Customer Service**
 - Act as primary point of contact for online orders and customers buying online via the online shop or social media.
 - Answer phone, email, and social media enquiries about online sales;

- Process orders in an efficient and timely manner including shipping and handling online sales;
- Resolve complaints and returns. Assist customers in Shop as needed by Gallery staff. Ring up purchases and giftwrap as needed, especially during holiday season.
- **Social Media/Marketing**
 - Create social media content and ads for e-commerce.
 - Answer social media generated shop sales inquiries.
 - Sell artwork via Instagram and Facebook or other social media platforms.
 - Photograph or design and upload images to Instagram.
 - Assist with e-commerce marketing.
 - Create monthly or bi-monthly newsletters about online shop.
 - Scan and upload archives to Flickr when needed.
 - Scan and upload images to Pinterest.
- **Accountability**
 - Monitor revenues and costs for program to ensure compliance with annual budget.
 - Work with Bookkeeper and other staff members to ensure accuracy of data through a system of checks and balances, and to prepare and present all financial documents to outside auditor for annual audit.
- **Office and Administrative Duties**
 - Answer web inquiries.
 - Answer phone as required.
 - Monitor organizational communications about the online Shop.
 - Work with staff to set and meet deadlines for production of printed promotional materials for marketing the online shop.
 - Assist with programs as required – including annual Craftsmen’s Fair, tours, special events, educational & gallery hops. May include set up/take down, food preparation, moving/transporting artwork, pedestals and /or supplies, assist visitors/shoppers/Board members, help with in store purchases, etc.

Competencies

General

- Minimum of Bachelor’s degree but not required with multiple years of related experience.
- Minimum of 3 years related experience with significant responsibilities at a college, university, museum or other nonprofit organization.
- Commitment to the mission and goals of the Piedmont Craftsmen.
- Emotional maturity, self-confidence, and a sense of humor.
- Demonstrated ability to work successfully in a small team setting with a consensus building model.
- Must be able to work one or more evenings of every month for Gallery Hops or for special events and the Crafts Fair.

Organizational Skills

- Finely tuned time/task management skills.
- Flexibility to work effectively and efficiently with others.
- A self-starter with the ability to organize tasks with an outlook for deadlines.

Communications

- Demonstrated verbal and written communication skills as well as strong planning, administrative, and organizational skills.

- Respectful, possessing high integrity and trustworthiness; displaying the highest levels of professionalism at all times.
- The employee must be fluent in English and speaking a second language is a plus.

Technical Skills

- Knowledge of the QuickBooks Point of Sale, is a plus, but not required.
- Knowledge of WordPress, Miva Merchant, Excel, Word and other Microsoft software are preferred.
- Knowledge of Email Marketing Programs- Constant Contact is a plus.
- Skill in Digital and/or Product Photography, Photo Editing, & Editing Software- especially Photoshop, (Lightroom & Canva are a plus).
- Knowledge of Instagram, Facebook and other social media platforms.
- Knowledge of Search Engine Optimization (SEO) a plus.
- Knowledge of and passion for the arts, and in particular crafts.

Business Skills

- Proven ability to work with diverse groups of individuals, especially crafts artists and customers.
- A proven record as a resourceful problem-solver familiar with the complexities of a nonprofit educational organization.

Physical Demands

- This position is physically demanding and requires the employee to walk, bend, stoop, reach above their head, have use of fine and gross motor skills, and work in close quarters.
- The employee must have normal visual acuity at near and far distance with correction and hear the spoken word with correction.
- While performing the duties of this job, the employee is regularly required to sit and to work at a computer, and sometimes to climb ladders and handle artwork.
- The employee is frequently required to use hands to finger, handle, or touch objects, tools, or displays.
- The employee must be willing/able to move heavy display equipment, objects or boxes.
- The employee will be required to occasionally work long days (10+ hours) during fundraisers and the annual Craftsmen Fair.
- This position requires travel at times and the ability to drive a car.

Non-discrimination Statement and Policy

Piedmont Craftsmen, Inc. is an equal opportunity employer.

Application & Procedure

E-mail cover letter, résumé and three professional reference names with contact information to: Ms. B. Jane Doub, President & CEO, Piedmont Craftsmen, Inc. director@piedmontcraftsmen.org or mail same to 601 North Trade Street, Winston-Salem, NC 27101; Please include **E-Commerce Specialist** in the title of the email.

No phone calls please. Deadline: open until filled.