

Job Description – Crafts Fair and Exhibiting Membership Manager | 2024

Piedmont Craftsmen - Crafts Fair and Exhibiting Membership Manager
(20-24 hours/week)

About Piedmont Craftsmen

Piedmont Craftsmen is a 501(c)(3) non-profit education & arts organization dedicated to advocating for the excellence of and promoting the value of fine craft 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 artists, collectors, & appreciators has grown to become one of the most respected visual arts organizations in the U.S., currently representing nearly 300 craft artists. Five key programs fulfill its mission: Education in Winston-Salem/ Forsyth County schools & the community; our Gallery & Shop to exhibit and sell work by our guild artists; the annual Piedmont Craftsmen's Fair; the Exhibitions program to present new work by the artists; and Guild & Supporting Membership.

POSITION OVERVIEW:

The Crafts Fair and Exhibiting Membership Manager is a key senior staff position ensuring achievement of the goals and success of the Piedmont Crafts Fair and Exhibiting & Supporting Membership. This position holds a leadership role in the institution, reports directly to the President and CEO, and works closely with other senior staff, volunteers, the Exhibiting Membership, customers and donors. **This is a part-time 20-24 hour per week position, that requires 80% or more of the hours to be fulfilled on-site. Salary is \$20,000-22,000 depending on experience and budget.**

POSITION RESPONSIBILITIES:

Oversees Piedmont Craftsmen's Annual Crafts Fair

- **Serve as liaison to:**

Exhibitors:

- Prepare and distribute exhibitor contract to current members and Jury Applicants
- Prepare membership data-base to receive and track booth payments
- Assign booths by lottery and as contracts are received
- Manage all correspondence, emails and phone calls from exhibitors related to Fair
- Invoice exhibitors and maintain database of payments
- Maintain exhibitor list on website
- Prepare and mail payments to Exhibitors using Piedmont Craftsmen's credit card services

Volunteers:

- Recruit committee chairs for Information, Credit Card, Meal Relief, Exhibitor Check-In and Group Booth volunteers
- Contact past volunteers to confirm willingness to work
- Work with committee chairs to recruit and schedule volunteer slots
- Thank Volunteer chairs and individual volunteers

Cash and In-kind Sponsors:

- Develop and mail Corporate and Membership Sponsor materials and solicitations
- Maintain Sponsorship database
- Manage continuing communications with all Fair sponsors
- Maintain Sponsorship acknowledgements on website
- Manage distribution of Sponsor tickets and thank-you gifts

Facilities Managers:

- Negotiate annual contract for Benton Convention Center with Twin City Quarter

Job Description – Crafts Fair and Exhibiting Membership Manager 2024

- Clearly communicate needs for Fair set-up with TCQ
 - Work with Convention Center staff during Fair to insure smooth running of the event
 - Review and code invoices to ensure accuracy
 - Meet with TCQ staff liaison following the event to discuss issues and prepare for next year's Fair
- Other Vendors of goods and services related to Fair production and promotion:
- Negotiate annual contract with Exposition services vendor
 - Work with volunteer marketing agency to produce Fair collateral marketing
 - Prepare request for NEAMA out-of-area marketing funds from Visit Winston-Salem
 - Work with Piedmont Craftsmen Marketing Director to prepare marketing budget and negotiate advertising rates
 - Work with local vendors to produce Fair signage and Sponsor Acknowledgement boards
- Work with CEO to set goals costs & revenues in order to maximize Fair's ability to meet budgeted contribution.
 - Serve as on-site Event Manager to insure a profitable and pleasant experience for participants & attendees
 - Work with Exposition Services provider to lay out fair booths
 - Review all Fair related invoices as they are received for accuracy
 - Prepare income reports for annual audit:
 - Booth fee income
 - Sponsorship income, cash and in-kind
 - Ticket sales income
 - Exhibitor credit card disbursements

Oversees Exhibiting Membership

- Handle administrative duties with the exception of those related to the Shop
- Annual Dues Payment:
 - Prepare and mail annual dues mailing notices and follow up reminders
 - Prepare membership data-base to receive and track dues
 - Maintain and update payments and member information in database
 - Work with gallery manager to collect delinquent dues from consignment payments
- Membership Status changes
 - Work with Exhibiting Members to keep membership in compliance with by-laws
 - Oversee re-jury process for Exhibiting Members changing or adding media, or changing from Individual to Team status (or vice versa)
- Prepare Membership Dues income report for audit

Oversees Standards Review Process

- Handle administrative duties relating to individuals applying for Exhibiting Membership.
- Administrative duties for the Image Jury:
 - Initiate annual contract with image jury hosting website
 - Update online image jury application
 - Work with Standards Committee chair to assemble jurors
 - Manage phone and email inquiries from potential applicants
 - Oversee online applications from January through mid-April
 - Communicate with Standards Committee, sending clear instructions for the Image Jury process
 - Manage communications with applications after the Image Jury is completed
- Administrative duties for the Object Jury:
 - Prepare and mail contracts to Object Jury Applicants
 - Prepare and manage Jury Applicant database to receive and track booth payments

Job Description – Crafts Fair and Exhibiting Membership Manager 2024

- Manage communications with applicants throughout the process
- New Member Transition
 - Transfer Accepted Applicant information to Exhibiting Member Database
 - Assign new member numbers
 - Distribute New Membership data to Exhibitions, Shop and Operations staff
 - Work with Exhibitions Manager to coordinate information for New Members Show
 - Distribute images of work to operations & ecommerce staff for website and print publicity
 - Prepare Jury fee income report for audit

Oversees Supporting Membership Relations and Database

- Prepare membership data-base to receive and track dues
- Prepare and mail annual dues mailing notices over the course of the year
- Oversee distribution of Preview Night tickets to current Supporting Members
- Prepare Membership Dues income report for audit

Other Administrative Duties

- Receipt and code all incoming revenue with the exception of shop revenue
- Review all admin cash and check deposits against receipts for accuracy
- Assist in preparation of Grant proposals to support organizational programs.
- Oversee production of annual Board Ballot mailing
- Work with Operations and Ecommerce staff to keep website updated
- Assist in Shop as needed.

ESSENTIAL SKILLS & COMPETENCIES

- Experience working in the arts and/or non-profits preferred
- Highly organized; time management and planning skills; ability to prioritize and meet deadlines
- Dependable & trustworthy
- Ability to be self-directed and work independently or with a group
- Database management experience preferred
- Communication: excellent interpersonal communication skills, highly personable; ability to write clearly & effectively; must be fluent in English (ability to speak more than one language is always a plus)
- Flexible, adaptable, and able to work well under pressure: has a good sense of humor and can roll with the punches of the non-profit art world; ability to problem-solve.
- Basic math skills.
- Ability to handle cash.
- Ability to work with diverse populations and has a community growth mindset.
- Appreciation and interest in the visual arts and culture; knowledge of fine craft is always a plus
- Microsoft Office & Google Apps

The following are preferred qualifications:

- non-profit management, arts administration, or volunteer management/recruiting
- grant writing, fundraising, development, or outreach experience, public relations, marketing, social media skills,
- experience with contracts or writing contracts
- FileMaker Pro, QuickBooks, Adobe Suite (especially Illustrator), Constant Contact (or similar application)

Job Description – Crafts Fair and Exhibiting Membership Manager | 2024

Statement on Improving Diversity:

Piedmont Craftsmen is devoted to representing artists, staff & board members from all backgrounds, including all sexual and gender orientations and all racial, ethnic, and cultural identities. **Since 2018, the organization has been seeking to improve the demographic health and diversity within our structure at every level, as specified in a detailed and thorough DEI Implementation Plan approved by our Board of Directors, and available at your request.**

As such, we strongly wish to appeal to people from any or all backgrounds to consider applying. As the guild continues our work to improve the way we champion and serve the rich and diverse world of craft artists and professionals working in the arts, we can assure that the presence of these people goes beyond representation, but creates an authenticity to our mission of being the nation's finest fine arts guild. For questions or more information, please contact our President/CEO at director@piedmontcraftsmen.org

HOW TO APPLY:

Please email a cover letter, résumé, and 3 professional references to:

Gretchen Siebert, Director of Operations at operations@piedmontcraftsmen.org

OR you may mail it to us at:

Piedmont Craftsmen
601 N Trade Street
Winston-Salem, NC 27101

OR drop it off at our Gallery in person during public hours Tuesdays-Saturdays 11am-4pm.