

# CRAFTSMANSHIP MAGAZINE

## THE MAGAZINE

*Craftsmanship* is an online quarterly, published to high literary standards out of San Francisco. Its mission is to shine a light on today's master artisans and innovators, in an effort to preserve and develop the notion of high quality craftsmanship in our age of throw-away consumerism. *Craftsmanship* is part of The Craftsmanship Initiative, a non-profit entity. The Editor and Publisher, and Executive Director of the Initiative, is Todd Oppenheimer, a distinguished journalist with more than three decades of experience as an author and magazine writer. To learn more, please visit our [About Us](#) page.

## JOB SUMMARY

The Craftsmanship Initiative is seeking a senior nonprofit professional, preferably from an arts or media organization, with demonstrated marketing/social media savvy and a literary bent. The Managing Director will report to the Publisher/Executive Director and will manage all non-editorial facets of the magazine, including marketing and social media promotion, fundraising activities, cultivating relationships with sponsors and partners, and budgeting. The Managing Director will work in close partnership with the publisher and other staff to rapidly expand the magazine's audience and lay the groundwork to expand beyond publishing activities to advance the initiative's mission.

## EXPERIENCE NEEDED

- Minimum 5 years of senior management experience with non-profit or for-profit media or arts organization(s).
- A proven track record of both developing audiences/membership and cultivating diverse sources of funding support for nonprofit organization(s).
- Bachelor's degree, preferably in journalism, literary arts or nonprofit management.

## RESPONSIBILITIES

- **Audience Development:** Create and cultivate audience development activities including marketing strategies, social media promotion, public relations, and promotional events. Manage social media/marketing contractor to assist with day-to-day execution.
- **Fundraising:** Develop an overall fundraising strategy, including goal setting and evaluation. Plan, coordinate, and supervise the implementation of all fundraising activities of the magazine, including reader support, individual gifts, sponsorships/corporate giving, special events, government support, and foundation grants. Manage development/grant writing contractor(s) as needed to execute plan.
- **Financial Management:** Responsible for monthly financial reporting (internal plus any reporting for fiscal sponsor and/or grants), budget performance, forecasting, and cash flow projections, working with Publisher to develop an annual budget.
- **Earned Income:** Develop earned income streams as the magazine grows, possibly including an online store, special events and content republishing.

- **Advocate:** In collaboration with Publisher/Executive Director, advance relationships between the Craftsmanship Initiative and various local and national organizations aligned with *Craftsmanship*'s mission and goals, including advocacy groups, community and local business groups and arts organizations.
- **Administration:** Supervise marketing, fundraising, bookkeeping and web development contractors. Manage transition from fiscal sponsorship to independent 501(c)(3) status.
- **Board of Directors:** Serve, along with the Executive Director, as the primary staff liaison to the Board, providing avenues for board participation in accomplishing tasks.

**The ideal candidate will have:**

- Experience in fundraising, Board relations, marketing, public relations, and prior experience with a journalistic endeavor;
- Strong business skills and experience in budgeting, creating long-term budgets and goals, and financial management;
- A high level of facility with all MS Office applications and Google Docs;
- A clear ability to speak and write persuasively and serve as a spokesperson for *Craftsmanship* in public and to the media;
- Demonstrated experience and interest in supervising/managing fundraising campaigns and identifying new sources and increased levels of contributed income;
- A passion for craftsmanship and its potential impact in today's society.

**TERMS & CONTACT INFO**

- Start date: December 2016 or January 2017.
- Salary: commensurate with experience, with bonuses for exceptional performance
- Work environment: While most work can be done off-site, employee will have access to *Craftsmanship*'s offices at The Writers Grotto, San Francisco's long-time cooperative for journalists, fiction writers, film-makers, and others devoted to the narrative arts.
- Contact: Sharon Tilley, [sharon@craftsmanship.net](mailto:sharon@craftsmanship.net). Please include cover letter and resume for consideration.