



Account Manager

Hey! You there... Are you a crafty maker who is often complimented on your writing skills and you also just-so-happen to be a social media ninja? You're ambitious and looking for a position in a healthy, remote environment working alongside a small team of bad-ass bitches? (Don't be afraid boys, but Yes, I said that in a job description..) Whoa, have we got a job for you! We're looking for a dedicated Account Manager to join our team. You will be a front-line partner to a portfolio of clients to support their long-term marketing success. A passion for fiber and/or fabric craft is absolutely essential and experience as a maker is required.

What Will You Be Doing? You are the day-to-day, in-the-trenches person for our clients. You're the problem solver, hand-holder and rainmaker for client marketing issues. You're the GLUE. You will create and implement the strategy plan and manage all the aspects of a client core program. The best AM's bring creative new ideas to the client and identify new marketing opportunities.

Account Manager Job Duties:

- Works with Client to identify marketing problems and set goals.
- Prepares strategy plan and submits to client on monthly basis.
- Performs all duties of the contract for each client such as social media posting, writing, editing, graphic design and other tasks as needed.
- Initiates creative collaborations between Stitchcraft clients.
- Coordinates monthly meeting times with Clients.
- Gathers data and completes quarterly benchmarking reports on all managed channels.
- Supports the work of other account managers as needed (vacations for example)
- Accurately records all hours and activities in Harvest & Trello and submits timesheets to CEO and bookkeeper monthly.
- Communicates with CEO on any account upgrades or additional services needed by a Client.
- Communicates with CEO on any issues or complaints reported by a Client.
- Updates job knowledge by participating in educational opportunities.
- Can (but doesn't have to) attend trade shows and fiber festivals to meet with clients in person.

Skills/Qualifications:

- Excellent written and oral skills with EXTREME attention to detail
- Fluency with social media platforms: Facebook business suite and pages, Pinterest, Instagram, YouTube, Newsletter platforms such as Constant Contact and/or Mailchimp.
- Fluency using Word, Excel, Internet browsing & searching, photo uploading, hyperlinking.
- Proficiency with Blogging platforms such as Wordpress and proficiency or willingness to learn Hootsuite, Ravelry. Bonus if you know how to place paid ads on social channels.
- Ability to juggle multiple deadlines & organize your time so as to NOT drop the balls.
- Knowledge of basic graphics layout platforms such as Canva.
- Knowledge of or willingness to learn Trello, our main project management hub software.
- Ability to plan your schedule independently and manage multiple deadlines.
- Self-motivated, goal oriented and tenacious.
- Strong project management, multitasking and problem solving skills.
- User experience in crafts such as knitting, crochet, spinning, weaving, sewing, quilting, etc.

What will you like about working for SCM?

We're a close-knit group (of punners) that genuinely like, respect and support each other. Turnover in our small team is rare. We know what it means to have work-life balance, we love wacky ideas and encourage continuing education to expand our work skills and also grow as people. Our CEO Leanne Pressly (aka #bosslady) works hard to maintain a healthy agency by seeking right-fit clients. You'll be seen and valued at our agency.

What will you hate?

Agency life is different. Our purpose revolves around client needs in a fast paced environment which can be urgent, contradictory and/or demanding. There will be days your job seems like pure crazymaking. You need grace under pressure and the ability to shift into different roles throughout the day (idea-maker, fixer, teacher, therapist). Juggling projects, commanding your schedule and keeping track of all the (yarn) balls can be stressful.

What will you REALLY love?

You'll love it when YOUR idea becomes a home run and your client swoons over how important you are to their success; You'll love working remotely so you can walk the dog or pop into a yoga class mid-day. You'll love that Leanne doesn't limit how much time you take off as long as the work is getting done. and we think you'll absolutely love the mornings when you jump out of bed and remember you get paid to think about YARN and FABRIC for a living.

How do we onboard new employees?

First, you send in a cover letter and resume to leanne@stitchcraftmarketing.com. Yes, we've heard that the cover letter is obsolete in today's job market, but it should tell the story of why

your skills are a good fit and makes a case for WHY we should hire you and only you. Please include it.

Next, one interview with Leanne. After that would come a paid (\$24 per hour) assignment—typically three pieces of content creation—to give you a little test run. If there is a fit and we want to move forward, you'll work for 3-6 months 10-20 hours per month underneath all three account managers to learn the ropes. THIS PHASE IS CONTRACTOR STATUS only. After that phase, you will be assigned your own clients and offered an employment contract. This job can be part-time or full.

Employee status compensation and benefits:

- Hourly range: \$24-2 per hour for both part time and full time depending on experience.
- Paid Time off is offered on an accrual basis- .04 hr per hour worked, up to 80 hrs a year.
- Unpaid time off: Unlimited (*provided your work is covered by another team member or completed ahead of time.)
- Workman's comp and unemployment insurance provided.
- 401K retirement program with 3% safe harbor plan and annual profit sharing.
- Pawternity leave: one week of daily puppy or kitten photos required for this benefit.

Note: Health care, dental, optical and disability are NOT offered benefits.