



## **Remote Position: 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 (AM) 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 soft crafts: fiber or fabric, or hard crafts: painting, paper, etc. 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's core program. The best AMs bring creative new ideas to the client and identify new marketing opportunities.

### **Account Manager Job Duties:**

- Works with each client to identify marketing problems and set goals.
- Prepares marketing strategy plan and submits it to each client on a 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 COO monthly.
- Communicates with CEO/COO on any account upgrades or additional services needed by a client.
- Communicates with CEO/COO 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 to meet with clients in person.

### **Skills/Qualifications:**

- Excellent written and oral skills with EXTREME attention to detail.
- Fluency posting on social media platforms: Facebook Business Suite and pages, Pinterest, Instagram, YouTube, and newsletter platforms such as Constant Contact and/or Mailchimp.
- Fluency using Google Suite, internet browsing & searching, photo uploading, hyperlinking.
- Proficiency with blogging platforms such as Wordpress and proficiency or willingness to learn Later, Loomly, Ravelry, and more. 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. Takes ownership of assigned tasks and deadlines.
- User experience in crafts such as knitting, crochet, spinning, weaving, sewing, quilting, painting, ceramics, 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. Our COO, Michelle Walker, ensures the wheels stay on the bus and it's moving forward with ease. 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 when 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 or FABRIC or PAINTING for a living.

## **Our Values:**

- We know crafting and have passion for the job.
- We maintain high standards and often exceed expectations within project scope.
- We value work/life balance and truly care about our co-workers as our friends.
- We strive to cultivate individual talents to maintain employee happiness.
- We strive for transparency in our culture.
- We value responsibility - to our clients and co-workers. “That’s not my job” is not in our vocabulary.

## **Why do we do what we do?**

WHY: To support a sustainable, thriving craft industry that celebrates the joy of creativity.

WHAT: We make magic for brands in the craft industry by specializing in content marketing, strategy, and execution. We customize each program to showcase the brand, engage the customer base, and generate sales.

HOW: We are Knitters, Spinners, Quilters, Sewists, and artists – and that makes a difference. We speak the language, we are immersed in the culture and we thoroughly understand the buying behavior of your customer. We bring years of skills and experience in creating compelling social marketing campaigns that help our clients reach new heights.

## **How do we onboard new employees?**

First, you send in a cover letter and resume to [outreach@stitchcraftmarketing.com](mailto:outreach@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 make a case for WHY we should hire you and only you.

**Please include it.**

Next, one interview with the CEO, 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 1-3 months 10-20 hours per month under all of our current 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-time. We request at least 15 hours per week.

**Employee status compensation and benefits:**

- Hourly range: \$24-27 per hour depending on experience and competency.
- Paid Time off is offered on an accrual basis- .04 hr per hour worked, up to 80 hrs a year.
- Five paid holidays plus the opportunity to earn more when monthly goals are met.
- Participation in a profit-sharing bonus pool.
- 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 a 3% safe harbor plan (and additional annual profit sharing after 1 year.)
- Optional student loan repayment program with pre-taxed dollars.
- Unpaid Pawternity leave: one week of daily puppy or kitten photos is required for this benefit.

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