



Position Description
Executive Director
CraftNOW Philadelphia
CraftNOWphila.org

Overview

CraftNOW Philadelphia (CraftNOW) serves as a backbone organization for the Greater Philadelphia craft and makers sector, and the many outstanding educational, non-profit, and business organizations in the field. CraftNOW celebrates the city's rich legacy, promotes its internationally recognized contemporary scene, and advances its important role as an incubator for the arts based in clay, fiber, glass, metal and wood.

Together with its programming partners, including the Museum for Art in Wood, The Clay Studio, Philadelphia Museum of Art, Smith Playground, and the Fabric Workshop and Museum, and others, CraftNOW sponsors an itinerary of hands-on activities, academic programming, events and tours, and directories of local galleries, studios, and makers.

CraftNOW Philadelphia was launched in 2015 as an initiative with the mission to showcase Philadelphia as a national center of craft and making. Having recently (2021) received its own 501(c)(3) designation, expanded its programming, and doubled its operating budget, CraftNOW Philadelphia has an ambitious vision for its future. This is a unique opportunity to be on the ground floor of the next phase of major growth.

Diversity, Equity, Accessibility and Inclusion

CraftNOW Philadelphia is an organization dedicated to diversity, equity, inclusion and accessibility in the services we offer and our interactions with the community at large. In fulfilling our mission, we do not discriminate based on race, color, sex, sexual orientation, gender identity, religion, creed, national or ethnic origin, citizenship status, marital status, age, disability, veteran status, or any other legally-protected class status or characteristic.

The Position

The Executive Director of CraftNOW reports to the Chair of the Board and its Board of Directors and provides curatorial oversight, creative vision, strategic leadership, and management support for the organization. The Executive Director shall understand and support the vision and mission of CraftNOW, and will strive to represent the mission with accuracy, integrity and good spirit.

Core Responsibilities and Duties

1. Serve as primary contact for the Board of Directors and Advisory Committees (Executive, Finance, Programming, Marketing, Governance, Development, Economic Development, and the Honorary Advisory Committee), plus ad hoc committees formed as needed. Provide scheduling information, agenda, and support materials in advance of meetings, and recorded minutes with follow-up documentation for distribution to all present and absent members.
2. Maintain appropriate professional and institutional relationships with partner organizations, craft artists, donors, other civic entities, and the CraftNOW advisory committees while routinely cultivating new potential partnerships.
3. Develop and implement an annual budget. Oversee incoming revenues, outgoing expenses, and the annual audit in collaboration with the accountant. Reconcile balances from Quick Books and bank reports to correspond with cash flow documentation. Act as liaison for contractual agreements with guidance from the Executive Committee and Board as needed.
4. Work with the Board to provide leadership for ongoing strategic planning.
5. Manage a fundraising plan for public, private, and government funding sources that meets organizational needs for general operating support and special projects. Compile funding proposals for submission to foundations, corporations, individual donors and governmental sources. Comply with all funder reporting requirements.
6. Manage part-time staff, outside contractors, volunteers, and temporary student employees (currently two 20 hour/week employees and one full-time rotating student intern). Lead in onboarding and training, delegate tasks and monitor ongoing projects, administer annual evaluations, maintain open communication to ensure everyone has what is needed to produce their best work.
7. Organize and manage fundraising events while maintaining records of past, current, and potential supporters. Document incoming donations and ticket sales, and ensure thank you letters are generated. Supervise and collaborate with volunteer hosts, committees, and other contractors as appropriate.
8. Develop, lead and administer an annual program plan that meets the objectives of the mission statement in conjunction with the Programming Partners and Committees. Currently, CraftNOW offers three major strands of programming:
 - a. **CraftECON** programming unites creative businesses with audiences, increasing the economic impact of the artisanal sector, and supports policies that encourage investment in the field. Examples include -
 - *Tools of the Trades* – Collaboratively hosted by CraftNOW and NextFab, this multi-day conference and in-person networking event is hosted annually each March. Creative

entrepreneurs learn about business resources through three days of interactive presentations, office hours for individual support, an instructional digital toolkit, celebratory closing event, and communications post-conference.

- *CraftBUILD* is an evolving program in partnership with the Building Industry Association of Philadelphia, connecting the real estate development sector (developers, architects, interior designers, branding firms) with local makers, and currently includes an online directory and series of networking events.
- b. CraftNOW Create: Summer Camp Edition** – CraftNOW coordinates a team of partner organizations with Philadelphia’s Dept. of Parks and Recreation to offer in-person craft youth workshops at 120 summer camps across the city.
- c. CraftMONTH** is celebrated each November, centering around the annual Philadelphia Museum of Art Contemporary Craft Show. The itinerary of events involves CraftNOW’s partner organizations from across the region and consists of:
- A curated citywide exhibitions and events program branded by CraftNOW, united around a common theme
 - A symposium that provides a platform for critical discourse in craft
 - CraftNOW Create, a free and family-friendly hands-on event
 - Other optional tours and events
9. Work with contracted marketing and design agencies in conceptualizing and creating CraftNOW promotional materials that promote public awareness of CraftNOW and its exhibitions, education programs and fundraising events.
10. Produce and/or oversee CraftNOW’s digital presence, including its website, CraftNOWphila.org, which serves as an important resource and directory, along with social media, e-mail blasts, etc.
11. Other duties as deemed reasonable and necessary by the Board.

Professional Experience

- A degree in studio art, art history, museum studies, nonprofit management, or a related field with five years of experience.
- Proven success in leading an organization, team, or department with the ability to manage budgets, develop strategic plans, and set goals.
- A deep appreciation and understanding of the arts, with a passion for supporting the Philadelphia community through the promotion of our local craft art community. A track record of curatorial and artistic excellence, as well as knowledge of contemporary trends,

issues, and practices would be appreciated.

- Strong financial acumen, including experience in budgeting, fundraising, grant writing, and donor stewardship.
- Excellent oral and written communication skills, with the ability to effectively articulate the organization's mission and goals to stakeholders, staff, and the public. Willingness to serve as the face of the organization in media appearances.
- Ability to develop and maintain relationships with donors, community leaders, educators, artists, collectors, government officials, and other stakeholders.
- Creative and innovative thinking, with the ability to identify and seize opportunities for growth, expansion, and revenue generation.
- Familiarity with technology platforms and tools, including database management systems, website maintenance, online marketing, social media, and e-commerce.

Personal Characteristics

- Passion for CraftNOW's mission and an understanding of its importance to Philadelphia.
- Sensitivity and understanding of diverse cultures, communities, and perspectives, and the ability to promote and support inclusion, equity, and diversity in all aspects of the organization's operations.
- Visionary, self-directed, and strategic thinker.
- High level of emotional intelligence; able to build strong relationships and rapport with different constituents including staff, artists, organizations, donors, funders and Board leadership.
- Strong interpersonal skills with the ability to work in collaboration with others inside and outside of the organization.
- Able to cultivate a spirit of transparency, accountability, and collaboration.
- Wisdom, good judgment and sense of humor.
- Excellent communication and presentation skills; able to effectively convey CraftNOW's mission and activities to a variety of constituencies as well as the broader public.
- Culturally competent.

Compensation

The expected salary range is \$80,000 - \$90,000 per year plus benefits.

Application and Referral Process

Applicant review is currently underway and will continue until the candidate has been selected.
Please send nominations (name and contact info) to Paul Stark at pkstark97@gmail.com
Interested applicants should submit a letter of interest, resume, and three references to Paul Stark at
pkstark97@gmail.com