



**Pennsylvania Guild of Craftsmen** - Founded in 1944, the **PGC** is the nation's 7<sup>th</sup> largest craft membership organization with approximately 1,300 members in 31 states. A 501(c) 3 craft education nonprofit, the **PGC's** mission is to create opportunities for traditional and contemporary artisans, craft enthusiasts and collectors through education, advocacy and community. This is achieved by offering educational opportunities, assisting artisan members and promoting their work, operating a retail store and sponsoring fine craft fairs that reach more than 70,000 people annually. It is supported in part by its sister nonprofit, 501(c) 6 Pennsylvania Designer Craftsmen, which guides the fine craft fair aspect of the mission. The **PGC** has a staff of 2 full-time and up to 5 part-time employees, is governed by a board of 15 artisans and community members and has an annual operating budget of more than \$350,000. For more information, visit [www.pacrafts.org](http://www.pacrafts.org)

## **EDUCATION COORDINATOR**

**Work Location:** PGC Headquarters, Lancaster, Pennsylvania

**Description:** The **Education Coordinator** (EC) works closely with the PGC Board Education Committee and the Executive Director to craft and manage the PGC's education programming in order to provide participants with quality content and further the organization's mission.

## **RESPONSIBILITIES**

- Programming Content & Management
  - Create programming in collaboration with the Executive Director and Education Committee.
  - Cultivate artist relationships to maintain a roster of instructors and administer instructor contracts and invoices.
  - Create workshop budgets and schedules.
  - Order workshop materials and supplies in accordance with budget and maintain records.
  - Set up and organize workshop spaces.
  - Identify and suggest changes to update curriculum as needed.
  - Maintain instructor handbook and orient all instructors.
  - Oversee contracting and all needs associated with visiting artists including arranging housing and meals as needed.
  - Responsible for being on site during workshops as needed to allow access and lock up.
- Community Outreach & Events
  - Initiate, develop and maintain partnerships and programs with local cultural and craft organizations and schools in coordination with Executive Director and Education Committee.
  - Organize community education events, artist lectures and instructor appreciation event.
- Marketing & Communications
  - Create and manage promotion of programming including image collection, promotional materials, social media management and use of advertising budget as approved by Executive Director.

- Assist in managing the website by developing and uploading promotional content and calendars for all educational programming.
- Develop corresponding e-newsletter content.
- Maintain all communication with instructors and students including management of student registration, sending class reminders, cancellations, etc.
- Support as needed for the Fine Craft Fairs held throughout the year.
- Reporting
  - Administer evaluations of workshop offerings through student and instructor feedback.
  - Perform cost/benefit analysis of program offerings.
  - Prepare monthly and yearly reports on programming for the Executive Director and Education Committee.
- Other Duties
  - The EC is expected to help in the retail store during busy times (ie. the holiday shopping season).
  - Other duties as assigned by the Executive Director.

## DESIRED SKILLS AND ATTRIBUTES

- Bachelor's Degree or equivalent professional experience required – focus in an Arts discipline a plus.
- Excellent organizational skills.
- Excellent verbal and written communication skills. Multi-lingual a plus.
- Graphic design and web skills.
- Skilled in social media content and creation, promotion and management.
- Experience with on-line learning a plus.
- Able to travel for day/evening meetings and weekend events.
- Able to apply for and pass Pennsylvania Child Abuse, Criminal, and FBI Clearances within 90 days of hire.
- Knowledge of Adobe Creative Suite, QuickBooks, Microsoft Word, Excel, PowerPoint.
- Good communicator with a team-player attitude.
- Hardworking with a hands-on style.
- Possession of a valid driver's license, insurance and full access to a vehicle.

## POSITION STRUCTURE

- The EC reports to the Executive Director and is a full-time, salaried, exempt position with paid time off and a benefit allowance.
- Salary commensurate with experience.

**TO APPLY: Email the following information to [EXDPAGuild@gmail.com](mailto:EXDPAGuild@gmail.com)**

- **Cover letter**
- **Resume**
- **Three professional references (Name, affiliation, phone)**

*The Pennsylvania Guild of Craftsmen does not discriminate in hiring, membership and provision of services with regard to race, color, sex, marital status, sexual orientation, political ideology, age, creed, religion, ancestry, national origin or presence of sensory, mental or physical disability.*

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