



Director of Makers United

Nest is a New York City based 501(c)3 nonprofit committed to furthering global workforce inclusivity, gender equity, and cultural preservation through responsible development of the global craft sector. Nest is reimagining the future of work and advocating for the interests of overlooked artisan and maker entrepreneurs and small businesses to advance gender equity and deepen economic inclusion for women and vulnerable populations in the United States and around the world. Through a comprehensive suite of programs, Nest supports over 1,500 micro and small businesses as they develop their operations to access meaningful market opportunities and achieve long-term success.

This position will play a key role in executing Makers United – Nest’s flagship domestic programming designed to build a more inclusive, vibrant and thriving makers’ movement. Through comprehensive landscape mapping by region/city, targeted capacity building workshops and a robust combination of online and offline market access opportunities, Makers United meets the most urgent needs of the domestic creative maker economy in a way that is both universal and targeted based on the learnings gained from each region.

The Director of Makers United will collaborate with local implementation teams in cities across the country, articulate and deliver workshop programming both remotely and ultimately in-person, and work creatively with Nest’s Partnerships team to ensure that key market linkages are made between participants in the program and Nest’s brand partners. This position will report to the Senior Director of Artisan & Maker Business Development.

Specific roles and responsibilities include, but are not limited to:

Maker Mapping

- Hire and manage contract-based consultants to ensure the program diversity goals are met
- Oversee the outreach strategy to ensure that diversity, equity, and inclusion are front of mind for all implementing partners, and local outreach partners are appropriately engaged leveraging creative thinking, community organizing and grassroots outreach techniques to maximize reach
- Ensure that sound data methods are used to collect quantitative and qualitative data from maker populations
- Work with translators/local partners as necessary to include makers of all races, genders, and nationalities in the program
- Support consultants to create and disseminate a comprehensive Resource Directory which outlines existing small business, entrepreneurship, and maker programs and services in each city/region
- Maintain relationships with local entities (such as mayor’s offices, major local practitioners and players) to support local program advocacy, and play a supporting role in ecosystem mapping and survey dissemination
- Oversee the design and dissemination of the landscape report to key stakeholders and partners

Capacity Building Workshops

- Execute on the content creation and delivery of targeted workshops, both virtually and ultimately in-person
- Manage contracts with local venues and vendors to ensure seamless execution and delivery of programming
- Manage technology to host large-scale virtual gatherings seamlessly
- Market workshop and learning opportunities to makers through the most appropriate channels given the target audience (i.e. email marketing, flyers, etc.)
- Secure relevant speakers and partners for all workshops

Market Access

- Oversee the creation of a Sourcing Guide for each city/region and its dissemination to local buyers and Nest’s brand partners
- Manage virtual and ultimately live events where local makers connect with market access partners
- Manage targeted collaborations with ecommerce and marketplace partners that elevate product from makers in the program
- Serve as a partner in meetings with brands and retailers to help explain the program and build additional and deeper



partnerships, inclusive of meeting participation, scheduling and organization of partnerships

- Support others on the Nest team in the implementation of Makers United projects that are done in partnership with Nest brand, retail and foundational partnerships

Program & Data Management

- Engage key stakeholder partners in each city/region to support program expansion, growth and creative collaborations that meet the needs of local maker populations
- Maintain clean and consistent KPI data across the program through designated data management and data visualization tools
- Support, as needed, with funder prospecting and pitching for program growth

Partner Development & Support

- Help launch and lead “Engagement Committees” in core Makers United cities bringing together a diversity of stakeholders and hosting quarterly or biannual meetings to deepen commitment and engagement
- Assist with the creation of customized overviews for our Makers United work in new cities including researching maker and small business statistics for that particular geography to ground the expansion in localized context
- Assist, when necessary, in prospecting existing funders, both individuals and local foundations, for support
- Represent the program in meetings with partners to help explain the work and build additional and deeper partnerships

Experience & Qualifications

- Minimum of a B.A. Degree preferred
- At least 5 years of overall professional experience; including exposure to program implementation through multi-stakeholder initiatives
- Technology savvy with skills in Excel and data management
- A successful track record in setting priorities; keen analytic, organization and problem-solving skills which support and enable sound decision making
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders
- A multi-tasker with the ability to wear many hats in a fast-paced environment
- Willingness to travel
- Personal qualities of integrity, credibility, and dedication to the mission of Nest

Salary and Benefits

Nest offers competitive salaries determined using nonprofit salary rate guides published annually in major US cities. The salary will ultimately be determined based on previous experience and geographic location of the selected candidate, with an expected range between \$75,000 and \$95,000.

Additionally, Nest provides an annual contribution of 10% of your salary directly into a SEP IRA retirement account on your behalf, with no matching required. For full time employees, Nest provides full medical insurance coverage (medical, dental, vision) and covers 50% of dependents. One vacation day is accrued each month (annual total of 12 days) plus an additional 20 pre-set PTO days are given which include holidays and a one week winter break at the end of December through New Year’s Day. All travel costs, when required, will be covered by Nest.

Instructions for Applying

A resume is not required for this position. Instead, please email lindsey@buildanest.org with your interest in applying for the position and we will send instructions for completing your application. The subject line should include your name and the position title.