

Enterprise Account Manager, Creativebug for Libraries

Full-time · Remote (eligible US states only — see Work location) · Reports to Senior Enterprise Account Manager

About the opportunity

Creativebug is the leading streaming platform for art and craft instruction, with over 1,000 high-quality video workshops taught by working artists, designers, and makers. Through Creativebug for Libraries, we partner with public library systems, academic institutions, and consortia to bring on-demand creative learning to millions of patrons — supporting libraries as they evolve from collections-first to community learning hubs.

The role

As an Enterprise Account Manager on the Creativebug for Libraries team, you will own a full-cycle book of business across new account acquisition and renewal/expansion. You will be the face of Creativebug to your account's library directors, digital services leads, and procurement contacts at public and academic library systems. The role blends focused outbound prospecting, consultative discovery and demo, contract negotiation, and ongoing account health.

What you'll do

- **New account acquisition (~40%):** Research and prioritize library systems using our addressable market map. Run multi-touch outbound to library decision-makers via email, phone, and LinkedIn. Build pipeline against quarterly targets.
- **Discovery, demo, and close (~25%):** Run consultative discovery calls and product demos tailored to each library's patron base and strategic priorities. Negotiate annual subscription agreements and partner with Customer Success on onboarding.
- **Renewal and expansion (~20%):** Manage account health across an assigned book of existing customers in partnership with Customer Success. Drive renewals, identify expansion opportunities (additional branches, consortium upgrades, multi-year terms), and actively reduce churn.
- **Conference and field activity (~10%):** Represent Creativebug at industry events including PLA, ALA, and regional library conferences. Run booth meetings, deliver lightning talks, and convert event conversations into pipeline.
- **CRM and pipeline hygiene (~5%):** Maintain accurate pipeline data, activity logs, and forecast accuracy in Zoho CRM.

Who you are

- Three or more years of B2B sales experience with full-cycle responsibility from prospect to close. Selling into libraries, K–12, higher ed, government, or other institutional buyers is a strong plus; candidates from SaaS, digital media subscriptions, or membership organizations will also be seriously considered.
- Comfortable navigating institutional procurement cycles, RFPs, and consortium pricing.
- Strong written and verbal communication — you can run a demo for a Library Board and write a follow-up email that gets opened.
- Disciplined pipeline management and forecast accuracy. Familiarity with Zoho CRM, Salesforce, or HubSpot.
- Self-directed in a remote environment with the judgment to prioritize the highest-yield activity each week.
- Curious about the library sector and motivated by its mission. A bachelor's degree is welcome but not required — relevant sales experience matters more.

Nice to have

- Experience selling streaming, edtech, or digital content subscriptions.
- Existing relationships with library decision-makers or library consortia.
- Familiarity with the digital library ecosystem and adjacent vendors (OverDrive, hoopla, Kanopy, etc.).

Compensation and benefits

- Base salary: \$55,000–\$70,000 depending on experience and location.
- Eligible for performance-based sales commission in addition to base salary.
- Comprehensive medical, dental, and vision coverage.
- 401(k) retirement plan (no company match at this time).
- Flexible PTO policy — take the time you need, coordinated with your manager around workload and deadlines — plus company holidays.

Travel

Approximately 10–15% travel for industry conferences and key customer meetings.

Work location and eligibility

This is a fully remote role. To support consistent payroll, tax, and employment compliance, we are only able to consider candidates who currently reside in one of the following states: Arizona, California, Colorado, Connecticut, Georgia, Idaho, Illinois, Indiana, Iowa, Maryland, Massachusetts, New Jersey, New Mexico, New York, Ohio, Pennsylvania, and Wisconsin.

How to apply

Send your resume and a short note about why this role fits to hr@goldenpeakmedia.com with “Enterprise Account Manager — Libraries” in the subject line. We review applications on a rolling basis and aim to respond within two weeks.

Equal opportunity

Golden Peak Media is an equal opportunity employer. We celebrate diversity and are committed to building an inclusive team. We encourage applications from people of all backgrounds, including those who don't meet every listed qualification.