

The Crafts Council

**Job description:** Assistant Editor

Location: Crafts Council, London

Reports to: Head of Editorial

Responsible for: Producing print and digital editorial content

Remuneration: £28,917 per annum, depending on skills and experience

The Crafts Council, a national charity dedicated to advancing craft in the UK and beyond, is looking for an Assistant Editor to join its editorial team, working across its prestigious magazine *Crafts* and its digital publishing platforms.

You will be joining at an exciting time. We have a new Editor in place and a new editorial vision that will elevate craft and explore its multi-disciplinary connections, showing how it is essential to contemporary life.

The Crafts Council will celebrate its 50<sup>th</sup> anniversary in 2021. To mark this milestone, we will launch a major campaign to strengthen craft's position as a force for positive change for the next 50 years. Our content plan is at forefront of our ambitions to build new audiences for craft.

The role

As Assistant Editor of *Crafts*, you will play an important role in the delivery of an agenda-setting and beautifully designed magazine, taking it to the next stage of its 45-year history and integrating it with the Crafts Council's presence online. You will also produce content for our website and help drive our online audience growth

You will act as an ambassador for the Crafts Council, championing its mission and values. You will assist the Head of Editorial in the development and launch of a new website in 2019-2020 which will be part of our overall strategy to ensure we are *the* online destination for anyone interested in craft.

### **Key responsibilities**

- To assist our Head of Editorial in creating and implementing a compelling and fully integrated digital and print content strategy for the organisation in collaboration with colleagues, driving subscriptions and audience growth online.
- Generate original editorial ideas and initiatives and write long and short form pieces for both the magazine and the website that communicate Crafts Council key messages and achieve our audience objectives.

- To act as the first point of contact for the editorial side of the magazine, answer enquiries, resolve problems and deal with requests from contributors, makers, photographers, picture agencies, subscribers and the general public.
- To research and request photographic material for all sections of the magazine and website, meeting editorial deadlines. To identify suitable sources and liaise with makers, photographers, libraries and archives over reproduction.
- Sole responsibility for developing an operating system for copyright clearance of all images to meet editorial deadlines in accordance with copyright laws and regulations, including acquiring licenses and photo credits.
- Following editorial commissioning decisions taken by the Head of Editorial, manage all contact with editorial contributors including preparation of commissioning forms/accompanying information, chasing copy from contributors to meet editorial deadlines and preparation of first copy submissions for the Editor.
- To assist with fact checking and proofreading at layout stage.
- To liaise with magazine designer over photography commissions to finalise dates, times and venues for photography, and prepare photographers commissioning forms (POs).
- To assume responsibility for overseeing editorial input into Crafts Magazine's website, including news and features.
- To take full responsibility for Crafts magazine's Twitter output liaising with Head of Editorial, Sales & Marketing Officer and Communications Department as appropriate. Develop ideas and content for all our social media platforms that drive growth.
- To oversee the administration of the editorial budget and invoicing process – checking details, allocating budget codes and recording on database before passing for approval. Deal with all external and internal invoice queries.
- To attend craft-related functions and events.
- Anything else required by line manager

#### Key attributes

- A passion for craft and design.
- Great communication and interpersonal skills.
- A voracious appetite for print and digital media.
- An experienced writer with a nose for a story and an understanding of how to imaginatively engage audiences through print and online content.
- Experience in both print and digital publishing is preferable.
- An understanding of how to use different social media platforms to discover and distribute stories.
- A knowledge of SEO best practices and digital analytics tools.
- Positive and proactive team player, with an ability to work collaboratively across a small and tight-knit organisation.
- A good knowledge of contemporary craft, art and design and list of relevant contacts is preferable.