

**Crafts Council
Invite to Tender**

**Digital Editor
October 2020**





Image credit: Sophie Mutevelian



About us

The Crafts Council – the national charity for craft – is looking for a talented freelance digital editor to conceive, produce and create engaging editorial content for its website and social channels.

Since 1971, the organization has pushed the boundaries of craft through its exhibitions, commissions and talent development programmes. Today craft has never been more important to our lives, and the Crafts Council is determined to inspire a new generation of makers and collectors through rich and diverse editorial content. This is an exciting time for a skilled digital editor to undertake a stand-alone project with the organization, which has a new brand identity, a new website, a refreshed magazine and a new gallery (opening later this year) – and will celebrate its 50th anniversary in 2021.

To mark this milestone, it is launching a campaign to strengthen craft's position as a force for positive change for the next 50 years. Our content strategy will engage and influence the public, the sector, media and policymakers locally, nationally and globally

Who we are looking for?

We are looking for a Freelance Digital Editor to provide additional support to the in-house content team.

A key component of this brief will be to build content for our annual international fair Collect. This will involve commissioning and producing content in the run up to the fair, including written content, short films and a programme of digital talks and events.



Project Outcomes & Deliverables

Overall Project Outcomes

- Develop, plan and execute a schedule of editorial content for the Crafts Council's website that will grow its digital reach.
- Reporting to the Head of Editorial, you will commission and write stories, work with filmmakers to commission video content and handle the day-to-day management of editorial on the website.
- Be responsible for the digital content for the Crafts Council's annual Collect art fair, which takes place in February 2021

Project Deliverables

- Working with the Head of Editorial, you will create and own a digital content plan until March 2021 and manage its smooth production.
- Write features, including maker profiles and material trend stories, as well as news and social media content.
- Commission writers when required and edit their work.
- Research and request photographic material to meet editorial deadlines, liaising with makers, photographers and PR agencies over reproduction.
- Manage editorial for Collect art fair, which will include a mix of written and film content.
- Assist with fact-checking and proofreading.
- Attend craft-related functions and events – Covid-19 restrictions permitting.



Person Specification

Essential

- Intermediate knowledge of, Photoshop, Word and databases
- Experience of working in digital publishing, with proven experience of using content management systems, particularly wagtail
- Proven experience of writing, and editing engaging content across multiple digital platforms and for sizeable audiences
- Knowledge of copyright clearance procedures
- Experience of developing and co-ordinating editorial procedures, planning workloads and meeting deadlines within a busy environment
- Commitment to ensuring that content is clear, uses plain language and has accessibility at its heart
- Proven ability to work on own initiative, prioritise a number of different projects and ensure these are completed to deadline
- Exhibits excellent verbal and written communication skills

Desireable

- Picture research experience
- Basic knowledge of Microsoft office and creative software e.g. Adobe Photoshop and Illustrator
- Evidence of successful decision making in relevant areas of responsibility
- Demonstrated aptitude for quickly assimilating information
- Ability to take on board tone of voice
- Proven ability to work under pressure and respond to changing priorities
- A calm and methodical approach to work
- Interest in contemporary crafts, design and/or art



Image credit: Christopher Proctor



Guaranteed Interview Assessment

We operate a Guaranteed Interview scheme. This means that we guarantee to interview any disabled applicant, and/or any applicant who identifies as B/black, Asian and ethnically diverse, whose application meets the essential criteria for the role.

The previous pages detail the essential and desirable requirements for the post. For scoring purposes, Crafts Council will use the following ratings:

1. No evidence
2. Little/some evidence
3. Good evidence
4. Excellent evidence

To be invited to interview under our Guaranteed Interview Scheme, applications must meet the minimum criteria for the role. This is 65% of the shortlisting score across all essential criteria.

A minimum of two individuals will assess all applications, they will separately score all answers 1-4. The results are then converted into an overall percentage score and if this is equal to or more than 65% the candidate applying under Guaranteed Interview Scheme is invited to interview. However candidates scoring 1 in any of the essential criteria will not be invited to interview.



General

Fee

A total fee of £6,125 will be payable. This is inclusive of all expenses and is based on 35 days work.

Contract Duration

December - 31 March 2021

Delivery commitment

We envisage 10 days delivery per month. The actual delivery requirement will vary throughout the period depending on the project timeline.

Location

As a freelance agreement, the Digital Editor will principally work from home, but occasional days in the Crafts Council's office on London's Pentonville Road may be required, Covid-19 permitting.

Status

This is a freelance engagement and the successful individual will not become an employee of Crafts Council.

Internal relationships

Editorial team, Marketing and communications team, Digital manager, Collect Fair, Development team

How to Apply

If you are interested in this project, please upload a cover letter and your CV online via:
www.craftscouncil.org.uk/about/working-here

The cover letter should be no more than 2 pages and tell us:

- Who you are
- About your work
- Your approach to the project
- How your experience matches the requirements of the brief

Expressions of interest need to be received by 10am **Monday 9 November 2020.**

We hope to hold virtual meetings with successful tender candidates on **Thursday 12 November 2020.**

Crafts Council is proud to be an equal opportunities employer and we seek to recruit, develop and retain a team fully representative of the diverse community we work with. We fully support Access to Work applications.

To apply for the role, you must be eligible to work in the UK - Crafts Council is not a sponsoring Organisation.

Access

We welcome applications in written, audio or video formats. To submit applications in an alternative format, or to request information in an alternative format please email recruitment@craftscouncil.org.uk or call 020 7806 2523

