

**Crafts Council  
Recruitment**

**Head of Public Programmes  
March 2021**





Image credit: Sophie Mutevelian



## About us

We are the national charity for craft.

We inspire making, empower learning, and nurture businesses.

We believe that craft skills and knowledge enrich and uplift us as individuals and in doing so will change our world for the better.

Established by Royal Charter in 1971 we are funded by Arts Council England as well as through fund raising and earned income activities.

Society has faced unprecedented challenges in the last year and craft has shown its value; from the many volunteers making scrubs for the NHS through to the rise in craft making at home during lockdown. Yet many craft businesses have suffered a drastic loss of income and need our support.

Our goal is to be an impactful organisation that can:

- champion craft and its positive impact on society
- increase levels of craft education at all ages
- grow the market for craft

With our new public space for craft opening later this year and our fiftieth anniversary to celebrate this is a really exciting time to join the team.

## Overview

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### Job Title

Head of Public Programmes

### Salary

£39,000 - £50,000 depending on experience

### Contract type

Full time, we are open to flexible working arrangements

### Reporting to

Creative Director

### Responsible for

Gallery Manager, Collections Manager, Programmes Producer

### Working with

Head of Marketing and Communications, Head of Development, Head of Learning & Participation, Head of Business Support, Collect Fair Director, Curator: Programmes and Partnerships, freelance Curators and Partners

### Location

We are based in Islington, London. The role will primarily be worked from home while the office remains closed due to the Coronavirus pandemic.

## Job Outline

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The Head of Public Programmes is responsible for shaping and implementing Crafts Council strategy to celebrate creative co-production, an audience first approach, and an integration of physical and digital events and programming.

The Head of Public Programmes will be an exceptional collaborator who understands how to bring a pioneering, open and playful approach to our public programmes. With experience of an audience-centred approach to programming, the post-holder will have a strong mandate to embed activity within the local community, whilst ensuring that the impact is amplified across our digital channels and beyond.

## Main Objectives

- Strategic development of all public programming – utilising the assets at our disposal – the collection, the gallery, archive, our network of makers and curators & craft organisations to produce a public programme that puts the audience at the heart of our programme development
- Expand public engagement with craft, with a clear focus on building under-represented audiences
- Provide strategic direction for the care, use and development of the Collection

## Main Duties

- Work in collaboration with partners to co-produce and lead an innovative and exciting public programme, including London based, regional, national and also International projects
- Developing innovative projects in partnership with organisations from across and beyond the craft spectrum
- Developing a programme of activity for the Crafts Council gallery, national and international projects in collaboration with key internal and external stakeholders. Drawing on the knowledge, skills & networks of the wider organisation to develop activity
- Shaping an audience development strategy and developing programming activity that can support these ambitions
- Overseeing audience insight and data across public programmes output, and draw on this insight to inform and programme ideas for development
- Negotiating contractual conditions when working in partnership on public programming projects, including fees, insurance and costs
- Using strategic insight on visitor experience to ensure that our programme is as physically and intellectually accessible to as many different types of audiences as possible
- Overseeing the Gallery Manager to deliver on all aspects of the Crafts Council Gallery, ensuring that programmes are delivered on time, on budget, and to the highest standards of accessibility and inclusion.



## General

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- In partnership with the Creative Director and the Gallery Manager developing a strategy to support us to maximise revenue opportunities (retail sales, bespoke education & training activity, location hire, individual giving).
  - Acting as a keyholder for the Crafts Council Gallery
  - Shaping and delivering an acquisition strategy for the collection
  - Leadership and management of the team, ensuring they are supported and motivated to perform to the best of their abilities
  - Management of public programme budget and resources, identifying scope and opportunities for additional fundraising development
  - Approval of all collection loans, ensure these are in keeping with our public programme strategy
  - Participate as an active and responsible member of the Management team and contribute to the development of Crafts Council policies, strategies, business and operational plans, ensuring they are efficiently delivered and that resources are used appropriately
  - Contribute to and participate in cross team working groups. Lead on the delivery of projects as agreed in the working groups
  - Be an ambassador for the Crafts Council and represent it at appropriate events
  - Undertake any other duty which may be reasonably allocated

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- A strong commitment to accessibility and social justice, ensuring that we are adhering to best practice within your field of expertise
  - Assist in developing and maintaining effective team work across Crafts Council
  - Be flexible within the broad remit of the post
  - Continuously seek ways to improve personal, team and business performance
  - Attend and participate in Crafts Council performance, development and training programmes
  - Ensure that you comply with all Health and Safety regulations and safe working practice as required by current legislation and the Company's Health and Safety Policy and practices
  - Understand the importance of Equality & Diversity in the work place.
  - Promote the highest level of customer service at all times

This position will include occasional evening and weekend work.



Image credit: Iona Wolff

## Person Specification

### Essential

- Curatorial experience within a cultural context
- Track record of innovative and popular public programming – with understanding of cross platform activity: events, exhibitions, conferences and digital
- Experience of growing and developing a team
- Experience of impactful project delivery across physical and digital realms
- Ability to communicate clearly, effectively and with authority to a wide range of people both written and verbal
- Strategic thinker
- Natural collaborator, excellent relationship management skills - confident delegating, trusting and empowering teams
- Ability to achieve goals and deliver positive results
- An interest in contemporary art craft and design

### Desirable

- Collections management experience
- Proven Project and financial management experience
- High attention to detail
- Willingness to be flexible in responding to the organisation's needs



Image credit: Christopher Proctor



## Guaranteed Interview Assessment

We operate a Guaranteed Interview scheme. This means that we guarantee to interview any applicant who identifies as from African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage; people from traveller communities; disabled people; LGBTQIA+ people and people from a low-income background, 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.



## Benefits Package

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We offer a number of benefits including:

### **Pay**

We are committed to paying above the London Living Wage, therefore we offer competitive salaries with annual reviews.

### **Pension**

Our pension scheme includes generous employer contributions. If you contribute 3%, we'll contribute 7%.

### **Holiday**

We appreciate that regular holiday is essential for you to be at your best. Our staff enjoy 25 days of annual leave plus bank holidays. This increases by one day a year (after five years of service).

### **Sick pay**

We don't want you to worry about money while unwell, so we offer a generous sick pay scheme – giving up to 65 days basic pay in any rolling 12-month period.



## How to Apply

### Flexible working

We understand that our staff don't leave their home life at the door! As such, we offer flexible working hours, give team members a paid day off if they move home and offer everyone an additional five days of paid leave a year for home care emergencies.

### Season ticket loan

After your first six months, you can apply for an interest-free season ticket loan to cover the cost of a travel season ticket.

### Cycle to work scheme

We help you save money on purchasing your bike and accessories.

### Family Leave

We are fully committed to helping our working parents achieve a work life balance, and encourage all staff to take leave during the early weeks following birth or adoption. As a result we have a very generous company maternity, adoption and paternity policies paying up to 16 weeks of additional pay.

### Employee assistance programme

We are committed to our team's wellbeing and provide them with an online source of self-help and wellbeing information on a wide range of topics, focused on helping them lead and maintain a healthy lifestyle.

We aspire to remove barriers and be open to all and strongly encourage applications from individuals currently underrepresented in the Creative and Cultural Sectors. This includes but is not limited to people of African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage; people from traveller communities; disabled people; LGBTQIA+ people and people from a low-income background. We fully support Access to Work applications.

To apply please go to: [www.craftscouncil.org.uk/about/working-here](http://www.craftscouncil.org.uk/about/working-here)

Deadline: 5pm Monday 26 April

Interviews will be held virtually on the w/c 10 May

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](mailto:recruitment@craftscouncil.org.uk) or call 020 7806 2523

If you would like more information about accessibility before applying, please see the guide we have [here](#).

