

**Crafts Council  
Recruitment**

**Press & PR Manager  
May 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**

Press & PR Manager

**Salary**

£28,000 - £32,000 (pro rata) depending on experience

**Contract type**

Permanent. Part-time equivalent 0.6FTE (3 days a week), we are open to flexible working arrangements

**Reporting to**

Head of Marketing and Communications

**Working with**

Marketing & Communications team

**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

The Press and PR Manager will build a press office following a period where we have mainly worked with agencies. They will also help shape a new PR strategy for the Crafts Council at an exciting time in our history.

They will have an excellent track record of building relationships with the media, pitching compelling stories and keeping abreast of the media landscape to spot any relevant opportunities.



Image credit: Iona Wolff

## Main Objectives

- Work with the Head of Marketing and Communications and the Creative Director to shape an overarching PR strategy for the Crafts Council.
- Create compelling and engaging press campaigns within that strategy.
- Build and manage relationships with national and regional print, digital and broadcast journalists.

## Main Duties

- Build profile of CC staff and key stakeholders as spokespeople on a variety of craft sector issues.
- Build brand awareness and generate traffic and links through PR efforts.
- Act as priority lead on the creation and implementation of press plans for public-facing campaigns which shine a light on craft businesses up and down the UK.
- Build and maintain press database and manage press cuttings.
- Be the main point of contact for media enquiries
- Evaluate and report on the success of PR activity.
- Create and/or manage press resources such as press releases, photography, and film.
- Manage reactive press enquiries with composure, authenticity, and integrity.
- Manage any PR agencies we may employ on very targeted campaigns.
- Work with the Crafts Council team, trustees, and other key stakeholders within the craft sector to develop confident spokespeople and positioning and to draft timely comment when opportunities arise.
- 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



## General

- 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.



## Person Specification

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### Essential

- Excellent interpersonal skills and an ability to create strong relationships – with media, colleagues and Crafts Council stakeholders and partners
- Experience creating compelling media pitches
- Instinctive social media understanding in order to amplify PR activity
- Demonstrable experience in a similar role
- Good understanding of the media landscape and excellent news judgement
- Ability to communicate clearly, effectively and with authority to a wide range of people both written and verbal
- Proven track record of successfully building and nurturing press relationships
- Natural collaborator, excellent relationship management skills
- Passion for the power of creativity and an interest in the arts

### Desirable

- Communications in public policy context
- Proven Project and financial management experience
- Ability to achieve goals and deliver positive results
- High attention to detail
- Willingness to be flexible in responding to the organisation's needs



## 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, 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.

### **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.



## How to Apply

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: Friday 11 June 9am

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](#).

