

**Crafts Council  
Recruitment**

**Press Officer  
November 2021**





Image credit: Sophie Mutevelian



# About us

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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 recently opened and our fiftieth anniversary to celebrate coming up, this is a really exciting time to join the team.

# Overview

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## **Job Title**

Press Officer

## **Salary**

£26,000- £28,000 depending on skills and experience

## **Contract type**

Permanent. Part-time 21.75 hours per week, 0.6 FTE.  
We are open to job shares and flexible part time arrangements.

## **Reporting to**

Head of Marketing & Communications

## **Working with**

Digital Manager, Marketing Manager, Marketing Officer, Creative Director plus other senior managers and Heads of teams

## **Location**

We are based in Islington, London. We offer flexible and hybrid working where possible.

You do not need to be based in London for this role, however you will be expected to attend media related events and activities at Crafts Council and elsewhere.

# Job Outline

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We're seeking a skilled and dedicated Press Officer to join our creative and friendly communications team at the Crafts Council, the national charity for craft.

We believe craft skills and knowledge enrich and uplift us as individuals and can change our world for the better and we want someone who can join us to help share this message and bring the stories of craft to life.

We're looking for someone who is keen to grow their skills and networks, supporting the Crafts Council to bring our press office in-house. The Press Officer will work closely with the Head of Marketing & Communications, leading on the creation and implementation of press plans for Crafts Council activity. This role will be the main point of contact for all media enquiries, build the media contact database and evaluate the success of all PR activity.

You will help to shape a new PR strategy for the Crafts Council at an exciting time in our history, bringing your adept people skills, sector knowledge and forward-thinking approach to deliver on press strategy and profile building. Enhancing the profiles of Crafts Council's staff and key stakeholders, you will support them to act as spokespeople on a variety of craft sector issues, as well as public brand awareness.

We are looking for someone with experience of developing relationships with the media, pitching compelling stories that are excellently written and researched, who can keep abreast of the media landscape to spot any relevant opportunities. You will have some press and/or PR experience in a junior role and will be keen to take your next steps in a creative and varied organisation.

# Main Objectives

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- Work with the Head of Marketing and Communications and the Creative Director to shape an overarching press and 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.
- Maintain an organised press office.



# Main Duties

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- Lead on the creation and implementation of press plans for Crafts Council activity.
- Build and maintain a press database and manage press cuttings.
- Be the main point of contact for media enquiries.
- Evaluate and report on the success of press and PR activity.
- Build profile of Crafts Council staff and key stakeholders as spokespeople on a variety of craft sector issues.
- Build brand awareness, generating traffic and links through PR efforts.
- Create and/or manage press resources such as press releases, photography and film, working closely with the Digital Manager.
- Respond to reactive press enquiries with composure, authenticity and integrity.
- Support external 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 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

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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 teamwork 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 & inclusion in the work place.
- Promote the highest level of customer service at all times

This role may include occasional evening and weekend work.



# Person Specification

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## Essential

- Relevant experience of developing, delivering and evaluating focussed press campaigns
- Demonstrable experience of successfully building and nurturing press relationships
- A personable, effective and clear communicator, with the ability to create strong relationships, across a variety of groups, sectors and industries
- Strong IT skills and knowledge of Microsoft Office
- Ability to write engaging press releases
- Ability to work collaboratively with colleagues across teams and tasks
- Highly organised with excellent forward planning skills, the ability to juggle multiple projects and meet strict deadlines
- Commitment to equality and inclusion
- An interest in contemporary art, craft and design
- Willingness to be responsive and flexible in responding to the organisation's needs

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## Desirable

- Demonstrable experience of creating compelling media pitches
- Knowledge of data capture, management and analysis
- Up-to-date knowledge and understanding of the media landscape
- Proven track record of delivery against targets
- Instinctive social media skills, with the ability to exercise good judgment



# Guaranteed Interview Assessment

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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.

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### **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

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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: 9am Tuesday 30 November  
Interviews: w/c Monday 13 December

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)

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



