

**Crafts Council
Recruitment**

**Digital Marketing Officer
May 2022**





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 the Crafts Council Gallery - our new public space for craft - now open and our fiftieth anniversary campaign 'Make! Craft! Live!' in full swing, this is a really exciting time to join the team.

Overview

Job Title

Digital Marketing Officer

Salary

£26,000- £28,000 gross per annum, depending on skills and experience

Contract type

Permanent, full time, 36.25 hours per week.

We are open to job shares and part time arrangements (0.8 or 0.9 FTE for this role). We offer flexible and hybrid working where possible.

Reporting to

Emily Collins, Digital Manager

Working with

Digital Manager
Head of Communications
Marketing Manager
Marketing Officer

Location

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

The Role

We're seeking an enthusiastic and imaginative content creator to become part of our dedicated and collaborative 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. We want someone who can join us to help share this message and bring stories of craft from across the UK to life for our digital audiences.

We're looking for someone with a passion for making a connection with a diverse range of audiences, a natural social content producer who feels at home across all social channels and someone with strong administrative skills.





Duties and Responsibilities

Main objectives

- To grow our digital audiences and communities.
- To support a change in user demographics to reach younger and more diverse audiences.
- To substantially improve online conversion rates (e.g. click-through-rate, bookings and subscriptions).

Main duties

- Creation of strong engaging content for website, social media and e-communications, with up-to-the-minute understanding of best practice across each channel.
- Maintenance of the Crafts Council's active social media channels (Instagram, Twitter, Facebook, LinkedIn) including link in bio info, account following, hashtag monitoring, customer services, partner fulfilment, paid advertising, accessibility fixes, copy editing and image sourcing.
- Liaise with internal and external stakeholders, sponsors, the maker community and our young people's programme (Young Craft Citizens) to produce engaging content and drive any call-to-action as required.
- Bring a strong visual sensibility and understanding of the content production process, from brief to delivery.
- Manage organic, boosted and paid campaigns on Facebook Ad Manager and Instagram to amplify activity and convert interest into action.

General

- Respond in real-time to queries via DM and in a public forum and support the management of several online communities.
- Use analytics platforms and reporting dashboards to translate data into useful insights to inform future campaigns.
- Ensure all marketing is functionally accessible and all content works towards the Crafts Council aim of promoting diversity, inclusivity, and equal opportunities.
- Maintain e-comms mailing lists, ensuring data-capture is GDPR compliant.

- A strong commitment to accessibility and social justice, ensuring that we are adhering to best practice.
- 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 and inclusion in the workplace.
- Always promote the highest level of customer experience.
- This role may include occasional evening and weekend work.





Person Specification

Essential

- Experience providing digital communications support to a creative or cultural organisation, with a firm understanding of all marketing disciplines.
- Experience delivering social and e-newsletter communications, original content, and partnership promotions (paid or contra).
- Experience of working with online software, such as web CMS, email marketing tools, ticketing systems, survey builders.
- Knowledge of audience evaluation and the ability to activate audience insights within marketing planning.
- Strong IT skills and knowledge of Microsoft Office.
- Ability to write compelling copy for a variety of audiences.
- A personable, effective and clear communicator, with the ability to connect with a diverse range of people.
- 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.
- Willingness to be responsive and flexible in responding to the organisation's needs.

Guaranteed Interview Assessment

Desireable

- A good understanding of Adobe Creative Suite to produce design assets and basic video editing skills.
- Demonstrable project management experience.
- An interest in contemporary art, craft and design.

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.



Clay event. Image: Sophie Mutevelian



Textiles by Rachna Garodia

Benefits Package

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

If you feel that you have the qualities to make a difference and the desire to help build a stronger organisation, then we are very interested in hearing from you.

To apply for this role please visit:

www.craftscouncil.org.uk/about/working-here

Applications close: Monday 13 June 2022

Interviews: Week commencing 20 June 2022

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 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

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



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www.artscouncil.org.uk