

Crafts Council
Recruitment

Community Coordinator
July 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 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

Job Title

Community Coordinator

Salary

£24,000 - £26,000 pro rata per annum, depending on experience.

Contract type

Permanent, part time, 21.75 hours per week (0.6 FTE).

Reporting to

Deputy Editor

Working with

Head of Editorial, Sub-Editor, Freelancer writers, Communications team

Location

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

Job Outline

We are looking for a dedicated and community-focused person to join the Crafts Council in a new role as Community Coordinator. The Community Coordinator will support the transition of our publication Crafts to a biannual model, helping to deliver an enhanced digital offer and regular events.

Working closely with the Head of Editorial and Deputy Editor, the Community Coordinator will support the development of our Crafts community, nurturing our new and returning readers and helping to grow our audiences. You will help to programme and coordinate online and in-person events, informed by the interests of our readership and the wider context and trends in global craft. You will identify ambassadors and influencers who can help us tell the stories of craft and develop our audiences, bringing in new members.

You will bring energy, enthusiasm and a passion for forging relationships, as well as an interest in planning and delivering events for a growing community of craft enthusiasts and makers. A digital native, you will be comfortable engaging on social media with our members and followers, and bring practical and incisive ideas for growing the community.

This role would suit someone with a background in marketing, communications, memberships or working with digital communities. A passion for craft and an interest in working in a publishing/editorial context would be ideal. As this is a new role there will be opportunities to develop in the role and make it your own, with training and support available.

Main Objectives

- Grow and main an engaged and supportive network of Crafts members
- Work to grow the community through the use of social media
- Work with the Deputy Editor to programme and manage all Crafts events and activities
- Ensure retention of members through exemplary service, regular engagement and feedback processes
- Troubleshoot and manage incoming customer enquiries, questions and complaints



Main Duties

- Manage and grow our community of members & followers, working to agreed targets for growth and engagement
- Build rapport with members and be the first point of contact for any questions or queries they may have
- Working with the Deputy Editor, help to plan and co-ordinate all events, online and in-person
- Capture and analyse data from the membership platform and provide reports to the Editorial team to help inform planning and development
- Ensure a listening approach to members, ensuring that we are capturing suggestions and ideas to enhance the network and involve members in the development of the events programme
- Identify ambassadors and influencers who can play a role in growing our reach, influence and support conversion from initial engagement to membership
- Contribute marketing ideas and suggestions to grow membership
- Support scheduling of regular membership comms, such as newsletters and social media
- Identify possible partners for new events
- Liaise with the Development team to ensure potential patron prospects are identified for cultivation
- Liaise with Communications team to line up communications about Crafts and other Crafts Council activities
- Conduct annual feedback survey to support customer insight and membership growth
- Contribute to and participate in cross team working groups

Main Duties

- 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 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
- Promote the highest level of visitor experience at all times
- This role may include occasional evening and weekend work.

Person Specification

- Experience of working in a public facing or customer service environment, in a paid or voluntary role
- Experience of scheduling and coordinating social media
- Proven experience of developing a shared-interest group, online community or working with a membership
- Knowledge of data capture, management and analysis
- Experience of working in a marketing role, paid or voluntary
- Experience of event planning and coordination
- Strong IT skills and knowledge of Microsoft Office
- Excellent numerical, analytical and data handling skills
- A personable, effective and clear communicator, with the ability to connect with a diverse range of people
- Ability to write concise and engaging copy and adopt a consistent tone of voice
- Experience of using content management systems and analytics, such as Google Analytics and/or Data Studio
- Strong aptitude for learning and using technologies and platforms, such as Salesforce, Photoshop, Indesign, Zoom conferencing platform, Sked, Sprout social and similar

Person Specification

- 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

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

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 please go to:

<https://www.craftscouncil.org.uk/about/working-here>

We also welcome video and voice note applications. To apply please send a link to your video or voice note file, answering the questions set out in the form, to recruitment@craftscouncil.org.uk

Applications close: 9am, Monday 22 August 2022

Interviews: Week commencing Monday 5 September 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