

## Communications & Digital Coordinator

### Key information

**Salary:** £20,432

**Term:** Permanent

**Full-time:** 35 hours per week

**Location:** Studio 6 & 7, Castle Mills, 2 Gilmore Park, Edinburgh EH3 9FN

**Reporting to:** Head of Communications & Digital

### Key dates

**Closing date:** midnight, Monday 9 December 2019

**Interviews:** Tuesday 17 December 2019

**Ideal start date:** January 2020

### Introduction

Craft Scotland has an exciting opportunity for a talented and motivated Communications & Digital Coordinator to join our dynamic team.

Craft Scotland is the national development agency for craft. We put makers at the heart of all we do, championing diverse and high-quality contemporary craft. We help people learn about, appreciate and buy craft, promoting the contribution of craft to Scotland's cultural, economic and social well-being.

Through our events and exhibitions programme, learning programme, digital platforms and strategic partnerships, we provide leadership for the sector. We create opportunities for

### Supporting Makers, Promoting Craft

Craft Scotland, Studio 6 & 7, Castle Mills, 2 Gilmore Park, Edinburgh EH3 9FN

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makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond.

Our digital platforms and processes play a central role in delivering the organisation's aims and objectives. As part of the Communications & Digital team, this role will assist Craft Scotland in the next stage of our exciting digital journey to enhance its impact and reach. We want you to help us deliver a high-quality digital experience for our stakeholders, supporting their needs and helping build a robust craft sector. This involves using digital tools to foster an online community of makers, support them in the promotion of their work and assist them with any website troubleshooting.

Based in the creative hub of Castle Mills in Fountainbridge, Edinburgh, this role will assist Craft Scotland in delivering its communications and digital activity. Working within the Communications & Digital team, you will focus on building website and social media traffic through content management, SEO and overseeing the technical elements of website management.

Craft Scotland is a registered charity supported by Creative Scotland. Craft Scotland is a member of Arts & Business Scotland, we have taken the Scottish Business Pledge and we are a Digital Participation Signatory and a Living Wage Employer.

## Joining Craft Scotland

The ideal candidate will be passionate about digital marketing and be interested in developing data-driven solutions to create an engaging user experience.

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You will be joining an experienced and ambitious team that works on numerous large-scale projects nationally and internationally. This is a great opportunity for a person with the right skills to make a real difference within an organisation that rewards high standards of work.

Craft Scotland feels passionately about building a great workplace for our team and we have developed Support & Supervision guidelines. We cultivate a collaborative working environment where we do our best work for our stakeholders. With guidance from your Line Manager, you will create an annual Personal Development Plan to identify areas to allow you to progress and develop within your career including in-house learning opportunities, training and reading. Each month, you can take a Research Day to focus on an area of interest and then share this learning with the team.

## Equal Opportunities & Access

Craft is culturally significant, essential to our economy and meaningful to our communities. Craft Scotland believes that everyone should have the opportunity to see, enjoy, learn about and participate in craft. We are committed to equality and opposed to all forms of unfair discrimination. We believe that embracing diversity enriches the craft sector and sparks new interpretations of contemporary craft.

Craft Scotland is an Equal Opportunities Employer and our offices at Castle Mills are fully accessible. We welcome applications from candidates from all backgrounds.

If you have any questions, or if you require any assistance to complete your application or to attend an interview, then please get in touch with Veronique AA Lapeyre, Head of Communications & Digital by email [veronique@craftscotland.org](mailto:veronique@craftscotland.org) or by telephone 0131 357 3288.

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## Additional organisational benefits

- 34 days annual leave (this includes bank holidays)
- 7% employer pension contribution (on completion of three-month probationary period)

## Vacancy details

The ideal candidate will have demonstrable experience and passion for digital marketing through work experience and training. Additionally, you will have strong interest in digital trends, the changing landscape of social media and website legislation.

## Main responsibilities:

- Build website and social media traffic through collating, editing, publishing and optimising web content (30%)
- Keep website fully functional through data-led improvements to user journey and minor website development work (30%)
- Digital troubleshooting and customer service (15%)
- Content creation (15%)
- Assist the Communications & Digital team and wider Craft Scotland team as and when needed (10%)

## Key accountabilities and deliverables:

- Build website and social media traffic
- Work with Communications & Digital team to keep website and social media content fresh and up to date
- Keep website fully functional

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- Create and manage website content through copywriting and proof reading
- Oversee website technical maintenance (Ecommerce, directory, ticketing, checkout functionality)
- Build reach through digital content
- Assist with live streaming/video conferencing activities
- Manage allocated communications and digital tasks, pro-actively resolving issues
- Produce project documentation as necessary
- Report progress at regular intervals
- Be responsible for editing, uploading, collating and assisting users with What's On, Opportunity and Directory listings and overseeing any other functionality (ticketing, Ecommerce, online applications, renewals etc.)
- Advise the Head of Communications & Digital of any risks arising in a timely manner
- Assist Head of Communications & Digital with any other duties as required
- Be committed to and ensure familiarity with health and safety policies and procedures
- Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues and stakeholders are treated fairly and with dignity and respect
- Actively support Craft Scotland's commitment to minimising the organisation's impact on the environment, and promoting best practice within the sector
- Occasional out of hours working and travel might be required

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## Capability profile

### Essential skills:

- Experience of continuously improving the user experience and digital engagement
- Experience of overseeing specific website improvements
- Experience using digital tools and technologies including Content Management Systems, SEO tools, Google Analytics, Mailchimp and Wufoo etc.
- Experience of liaising with website agencies/developers
- Strong understanding of social media channels and how to utilise them to drive traffic and engagement
- Proven ability of writing exciting and appealing copy
- Excellent organisational, literacy and numeracy skills (including analytics and statistics)
- Consistent attention to detail, accuracy and an ability to see tasks through to completion
- Strong website troubleshooting skills, experience of handling website enquiries and good interpersonal skills
- Good communication skills over the phone, by email and in person
- Proactive attitude, ability to use initiative and prioritise tasks effectively
- Excellent problem-solving skills and ability to troubleshoot effectively day to day
- Ability to work equally well individually and as part of a small team
- Strong IT skills, particularly Office suite and Adobe Creative Cloud, and ability to learn new software
- Ability to collate, interpret and present data in a clear and concise way
- Able to handle conflicting deadlines and remain confident and calm under pressure

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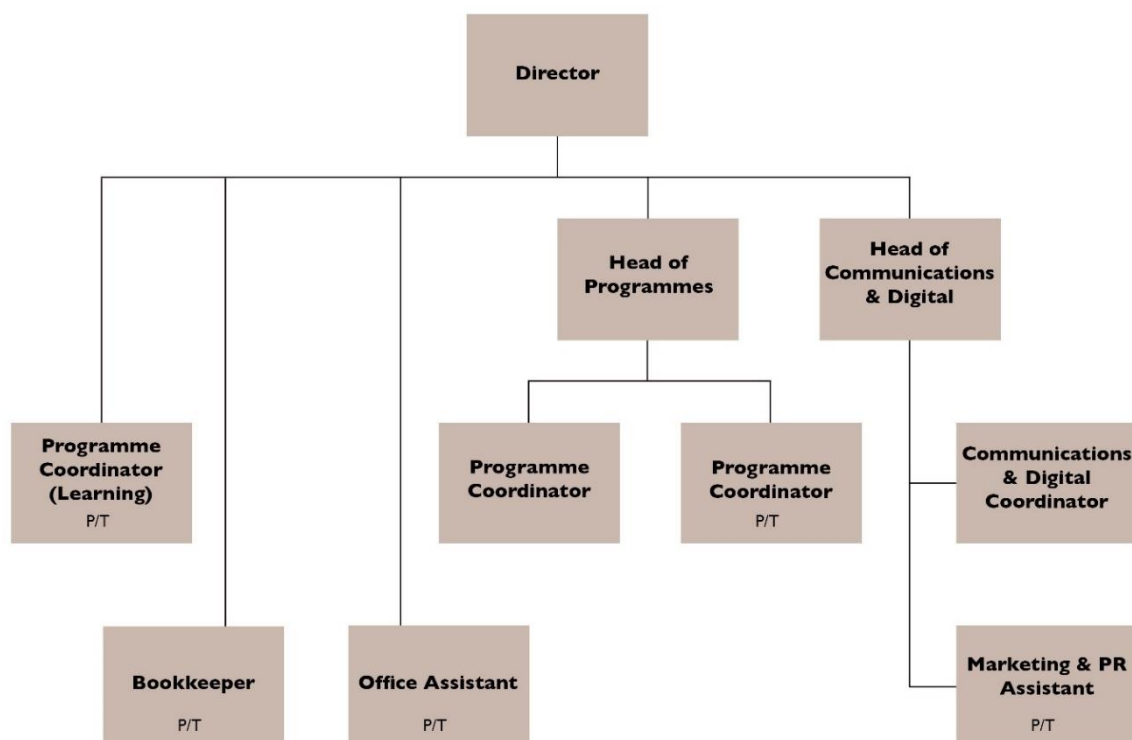


- Proactive attitude and the dedication to see difficult projects through to completion
- Flexible and willing to support all aspects of Craft Scotland's work

## Desirable skills:

- Knowledge of the craft, design, visual art, fashion and/or interiors sectors
- Significant experience of developing online user journeys and large-scale website improvements
- Experience of developing website improvement plans
- Experience of a design thinking approach to digital

## Organisation structure



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## How to apply

Please apply outlining your skills and experience in relation to the vacancy details and capability profile. Your application should include:

- Covering letter (max 1 x A4 pages)
- Current CV (max 2 x A4 pages)
- 2 x relevant referees (please include Name, Organisation, Job Title, Email and Contact Phone Number. Please also detail in what capacity they know you)

Email your application to [veronique@craftscotland.org](mailto:veronique@craftscotland.org) stating Communications & Digital Coordinator in the subject line.

Alternatively, please post your application to:

Veronique AA Lapeyre  
Head of Communications & Digital  
Craft Scotland  
Studio 6 & 7, Castle Mills  
2 Gilmore Park  
Edinburgh EH3 9FN

Please complete our [Equal Opportunities Monitoring Survey](#) (voluntary). This survey can be completed anonymously. It does not form part of your application and will not be used in any part of the selection process, it provides general information for our funders and our annual reports.

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The deadline for receipt of applications is **midnight, Monday 9 December 2019**.

## Interviews

Interviews will take place on Tuesday 17 December 2019 at Craft Scotland, Studio 6 & 7, Castle Mills, 2 Gilmore Park, Edinburgh EH3 9FN.

If invited to interview, reasonable travel expenses may be reimbursed for an applicant living outwith Edinburgh. Please contact us prior to making any travel arrangements to confirm.

If you have any queries about this post, organisation or the application process please email Veronique AA Lapeyre, Head of Communications & Digital, at [veronique@craftscotland.org](mailto:veronique@craftscotland.org) or telephone 0131 357 3288 (between 9am – 5pm Monday – Thursday).

**This information is available in large print or as a word document upon request.**



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