

## Marketing Assistant 2018

**Title:** Marketing Assistant

**Salary:** £16,500 per annum

**Term:** 12-month fixed term contract

**Full-time/Part-time:** Full-time

**Location:** Craft Scotland, 15 Coburg Street, Edinburgh EH6 6ET

**Responsible to:** Marketing Manager

### Introduction

Craft Scotland has an exciting opportunity for a talented and motivated Marketing Assistant to join our passionate marketing team. Based in the creative hub of Leith, Edinburgh, this Marketing Assistant role will help deliver Craft Scotland's marketing and communications activity. This role will suit a self-starter who is looking for a dynamic environment to develop their marketing skills.

This will be a fixed term contract for 12 months from start date.

Craft Scotland is an **Equal Opportunities Employer**. If you have any special requirements either to complete your application or in order to attend an interview or have any other questions, then please get in touch.

### Key accountabilities/deliverables:

- Contributing to the overall marketing strategy with new ideas and initiatives (in planning sessions etc)
- Assist with producing engaging online and offline marketing campaigns that support Craft Scotland's initiatives
- Supporting the Marketing Manager to update and maintain the Craft Scotland website, in particular taking responsibility for:
  - What's On, Directory and Opportunities sections
- Take responsibility for growing our craft destinations listings on our Craft Directory, proactively reach out to new clients and grow sales.
- Create engaging content (copy, graphics, photos) to raise awareness of Scottish craft across website, social media, email newsletters and printed literature
- Assisting craft businesses with profile enquiries and answering general enquiries about Craft Scotland services
- Compiling reports and presenting back to the Craft Scotland team
- Other administrative and any other marketing duties, as required

### Supporting Makers, Promoting Craft

Craft Scotland, 15 Coburg Street, Leith, Edinburgh, EH6 6ET

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A registered Scottish Charity no. SC 039491



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### Essential skills:

- Previous experience and passion for marketing through education and/or previous work experience
- Some knowledge of the craft, design, art, fashion and/or interiors sectors
- Proven ability of writing exciting and appealing copy for online and offline
- Strong understanding of social media channels and how to utilise them in a professional capacity
- Good communication skills over the phone, by email and in person
- Proactive attitude and a desire to take on responsibility
- Excellent problem-solving skills and ability to troubleshoot effectively
- Team spirited and can work independently
- Excellent organisational, literacy and numeracy skills
- Good IT skills (Mac/PC), particularly Excel and an ability to learn new software
- Strong organisational skills with consistent attention to detail, accuracy and an ability to see tasks through to completion
- Be able to handle conflicting deadlines and remain confident and calm under pressure
- Flexible and willing to support all aspects of Craft Scotland's work

### Desirable skills:

- Basic knowledge of photo-editing/ graphic design /film software (Adobe Photoshop/InDesign etc)
- Basic photography/DSLR knowledge
- Basic knowledge of CMS systems (this could include blogging platforms) and email marketing software (i.e. Mailchimp, Graphic Mail, Dot Mailer)
- Experience of managing PPC/Google Adwords campaigns
- Good understanding of analytics and statistics

### Company benefits

- 35 hours per week (plus one hour for lunch)
- 34 days holiday
- 7% employer pension contribution (on completion of three-month probationary period)
- Access to training relevant to the role

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### Organisation information

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 exhibitions and events programmes, digital platforms and strategic partnerships, we provide leadership for the sector. We create opportunities for makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond. We are a registered charity supported by Creative Scotland.

### Key dates:

**Closing date:** Monday 11 December 2017

**Interviews:** Tuesday 18 December 2017

**Start date:** As soon as possible

### Application process:

Your application should consist of a current CV and a covering letter outlining your skills and experience in relation to the job description and person specification.

The deadline for receipt of applications is 5pm, Monday 11 December 2017.

Interviews will take place Tuesday 18 December 2017 at the Craft Scotland office in Edinburgh.

Email your application to [kerstie@craftscotland.org](mailto:kerstie@craftscotland.org) clearly stating with the subject line: Marketing Assistant role. We also ask you to complete our [Equal Opportunities Monitoring Survey](#) (voluntary).

Alternatively, please post your application to and mark the envelope: Marketing Assistant.

Veronique AA Lapeyre  
Marketing Manager  
Craft Scotland  
15 Coburg Street  
Edinburgh  
EH6 6ET

If you have any queries about this post or the organisation, please email Veronique AA Lapeyre, Marketing Manager, [veronique@craftscotland.org](mailto:veronique@craftscotland.org) with the subject line: Marketing Assistant role.

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