



Marketing & PR Assistant Recruitment Pack

Craft Scotland has an exciting opportunity for a talented and motivated Marketing & PR Assistant to join our dynamic team.

Marketing & PR Assistant

Key information

Salary: £17,500 pro rata

Term: Permanent

Part-time: 21 hours per week

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

Please note, that the team are currently working from home due to the pandemic. In the future, we expect to work flexibly.

Reporting to: Head of Communications & Digital

Key dates

Closing date: Midnight, Thursday 22 July

Interview date: Thursday 29 July 2021

Ideal start date: Early August 2021

Introduction

Craft Scotland has an exciting opportunity for a talented and motivated Marketing & PR Assistant 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 makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond.

Our communications strategy and digital platforms are important in delivering the organisation's aims and objectives and developing audiences for our varied programme. As part of the Communications & Digital team, this role will assist Craft Scotland in delivering results-orientated offline and online campaigns to increase engagement with our programme. We want you to help us build reach and awareness amongst our stakeholders, support their promotional needs and help build a resilient craft sector. This is the perfect opportunity for someone to develop their career in arts marketing within a supportive environment.

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 connecting and developing our audiences and networks through targeted communications, content creation including scheduling social media and assisting with PR campaigns.

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 keen to develop their marketing and PR skills within a fast-paced environment. 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 new 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. Once a year, you will be given a £50 Health & Wellbeing contribution towards an activity and/or equipment that supports your wellbeing.

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.

We welcome applications from underrepresented in the cultural sector: including but not limited to candidates with lived experience of being Black, Asian, Mixed Heritage and/or a Person of Colour, Refugee, D/deaf, Neurodivergent, Disabled, and/or LGBTQIA+.

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

Read: [Craft Scotland Equalities, Diversity & Inclusion Update](#)

Support with your application

Please do get in touch, if you are interested in this vacancy but feel there are barriers limiting your ability to apply and/or participate in the interview process. Examples include, but are not limited to:

- Accessibility
- Travel
- Slow internet

This application form is available in large and word formats, and we are happy to accept video applications.

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 in advance of the closing date. Contact Veronique AA Lapeyre, Head of Communications & Digital, by email veronique@craftscotland.org.

Additional organisational benefits

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

Vacancy details

The ideal candidate will have some experience and a demonstrable passion for marketing and PR through work experience, self-directed projects, training and/or education.

Additionally, you will have strong interest in digital marketing, social media and creating engaging content.

Main responsibilities:

- Create and schedule engaging social media content (20%)
- Promote the Craft Scotland programme and build audience reach through targeted mail outs, phone calls, newsletters, third-party listings, Facebook groups/forums etc. (30%)
- Assist the Communications & Digital team with all related administration tasks including maintaining databases and ensuring mailing lists are up to date (20%)
- Support PR campaigns through the creation of press packs, line sheets, maintain press archive and image library (20%)
- Content creation including articles (The Craft Edit series) and presentations etc. (10%)

Key accountabilities and deliverables:

- Schedule social media content that drives audiences to engage with our programme

- Promote Craft Scotland opportunities, surveys, workshops and exhibitions to our networks through targeted mail outs, phone calls, newsletters, third-party listings, Facebook groups/forums etc.
- Support PR campaigns (press pack, and line sheet creation, maintain press archive and image library etc.)
- Be responsible for programme listings on third party websites, groups/forums and social channels and scheduling social media
- Assist with developing our networks. Be responsible for the Communications & Digital database and ensuring mailing lists are up-to-date
- Promote the Craft Directory to makers and places in line with our targets
- Support the creation and design of new content and visuals including Craft Journal articles, collateral, presentations, social media, graphics and videos. Including copywriting, editing and proof-reading.
- Prepare, format and edit documents, templates and presentations for the wider team
- Assist with compiling data for reports (e.g. digital analytics, media coverage)
- Assist with the Craft Scotland website
- Produce project documentation as necessary
- Report on progress at regular intervals and 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
- Join one of Craft Scotland's internal working groups (currently Climate Action & EDI)
- Promote equality, inclusion and diversity in all aspects of your work. Including developing and maintaining positive working relationships, ensuring current and future stakeholders/team are treated fairly, 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

Capability profile

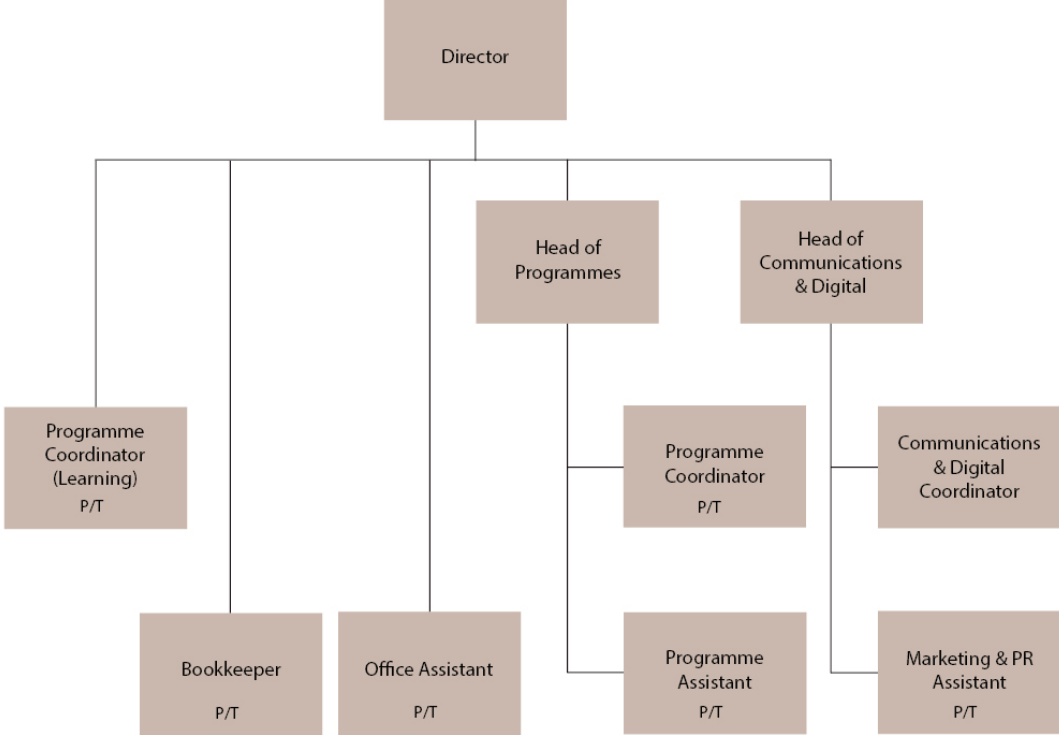
Essential skills:

- Demonstrable interest in craft, design, visual art, fashion and/or interiors sectors
- Demonstrable interest in marketing, social media and/or PR through work experience, self-directed projects, training and/or education
- Good understanding of social media platforms for business-use
- Good communication skills over the phone, by email and in person
- Examples of writing engaging and appealing copy for online and offline
- Enthusiastic with positive attitude and good problem-solving skills
- Good IT skills, particularly Word, Excel and an ability to learn new software
- Good organisational, literacy and numeracy skills
- Be able to handle conflicting deadlines, remaining calm and confident under pressure
- Some knowledge of Content Management Systems (this could include blogging platforms)
- Flexible and willing to support all aspects of Craft Scotland's work
- Ability to work equally well individually and as part of a small team
- Ability to collate, interpret and present data in a clear and concise way

Desirable skills:

- Basic knowledge of photo-editing/ graphic design /film software (Adobe Photoshop/InDesign etc.)
- Basic knowledge of email marketing software (particularly Mailchimp)
- Good understanding of analytics and statistics

Organisation structure



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)

Submit your online application form via Wufoo by the closing date:

<https://craftscot.wufoo.com/forms/woe34f51yaenw2/>

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.

The deadline for receipt of applications is **midnight, Thursday 22 July 2021**

Interviews

Interviews will take place on Thursday 29 July 2021 online via Zoom.

If you have any queries about this vacancy, organisation or the application process please email Veronique AA Lapeyre, Head of Communications & Digital, at veronique@craftscotland.org.

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



Craft

SCOTLAND

Craft Scotland

Supporting Makers, Promoting Craft

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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.

Contact

Craft Scotland, Studio 6 & 7, Castle Mills
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www.craftscotland.org

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+44 (0)131 357 3288

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