



Marketing & Campaigns Manager

Recruitment Pack

Prepared June 2022

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Marketing & Campaigns Manager

Key information

Salary: £26,000 pro rata

Term: 1-year Fixed Term

Part-time: 28 hours per week (plus one hour for lunch per day)

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

Please note, that the team are currently hybrid working

Reporting to: Head of Communications & Digital

Key dates

Opening date: Thursday 9 June 2022

Closing date: Midnight, Sunday 3 July 2022

Interview date: Mid-July (date tbc)

Introduction

The national development agency for craft, Craft Scotland has an exciting opportunity for a talented and motivated Marketing & Campaigns Manager to join our dynamic team.

Our communications (including marketing and PR) and digital platforms play a vital role in the delivery of Craft Scotland's strategy, helping the organisation to advance on our vision and mission, and positioning us as the Scotland's leading craft charity supporting the sector.

The Communications & Digital team at Craft Scotland believe in the power of storytelling to resonate with audiences. We deliver marketing and PR campaigns to a high-standard, promoting the vibrant year-long programme that Craft Scotland delivers.

We pride ourselves on creating and commissioning engaging content that shares makers' stories, raises awareness of the value of craft and shines a light on the diversity and breadth of activity happening in Scotland's contemporary craft community.

This new role, Marketing & Campaigns Manager, is a fantastic opening for someone with proven industry experience who is keen to get their ideas off the ground in a supportive environment. If you want to lead on results-orientated campaigns, whilst being a key contributor to a new social media strategy then this role is for you!

You will be joining the organisation at an exciting time as we finalise our new strategic business plan 2023-28 and launch a new advocacy, communications and digital strategy. We want you to support us to build reach and awareness amongst our stakeholders and help audiences connect with Scotland's vibrant contemporary craft sector.

Joining Craft Scotland

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 quarter, you can take a Research Day to focus on an area of interest and then share this learning with the team.

About Craft Scotland

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.

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.

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 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.

Please note that Craft Scotland will reimburse reasonable travel/care costs for in-person interviews. Please contact the Craft Scotland team in advance to discuss.

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
- Slow internet

This application pack is available in simplified word format, 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 with 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)
- Annual £50 Health & Wellbeing Voucher
- Dedicated learning and development budget for staff team

Vacancy details

This role will work closely with the Head of Communications & Digital to support the programme and organisation's wider advocacy, communication and digital goals.

The Marketing & Campaigns Manager will focus on audience development and social media, to support targets, through increasing awareness and reach of all Craft Scotland's activities.

Main responsibilities:

- Plan and execute multi-channel marketing campaigns for target audiences (30%)
- Play an instrumental part in increasing engagement with existing and new audiences through devising and delivering on-brand social media and newsletter content, and community management (30%)
- Support project delivery through: (30%)
 - Collating maker, partner and funder assets
 - Maintaining project image library
 - Creation of project marketing assets including social media graphics etc.
 - Creation of press packs and line sheets
 - Maintaining press archive and image library
 - Collating content for project case studies/interviews/content and project legacies

- Measuring, analysing and reporting on marketing activity to various stakeholders based on relevant metrics (10%)

Key accountabilities/deliverables

- Together with Head of Communications & Digital, develop and deliver a new Social Media Strategy.
- Devise and deliver multi-channel marketing campaigns (inc. social media advertising) to support the programme and deliver on targets.
- Create engaging content for all social media channels through excellent copywriting and graphic design skills. Ensuring each channel is regularly updated with content that resonates with target audiences and reflects the full programme and charitable activities.
- Lead on community management for all social media channels including community building and ensuring queries are dealt with in timely manner.
- Liaise with Communications & Digital Coordinator to ensure the website is regularly updated.
- Nurture a strong brand presence for Craft Scotland both online and offline, following brand guidelines, house style and the agreed sign-off procedure to ensure consistency of message, language and brand identity.
- Create, collate and prepare project and marketing assets to support the delivery of the programme.
- Support Press and PR campaigns (press pack and line sheet creation, maintain press archive and image library etc.).
- Proactively support the Equalities, Diversity and Inclusion, digital accessibility and Climate Action work of the organisation and promote best practice within the sector
- Contribute, as required, to evaluating and reporting on Craft Scotland's impact to funders and stakeholders.
- Report on progress at regular intervals and advise the Head of Communications & Digital of any risks arising in a timely manner.

- Support the Head of Communications & Digital, and organisation, with any other duties as required.
- Develop and maintain positive working relationships, ensuring that colleagues and stakeholders are treated fairly and with dignity and respect.
- Be committed to and ensure familiarity with health and safety policies and procedures
- Occasional out of hours working and travel might be required

Capability profile

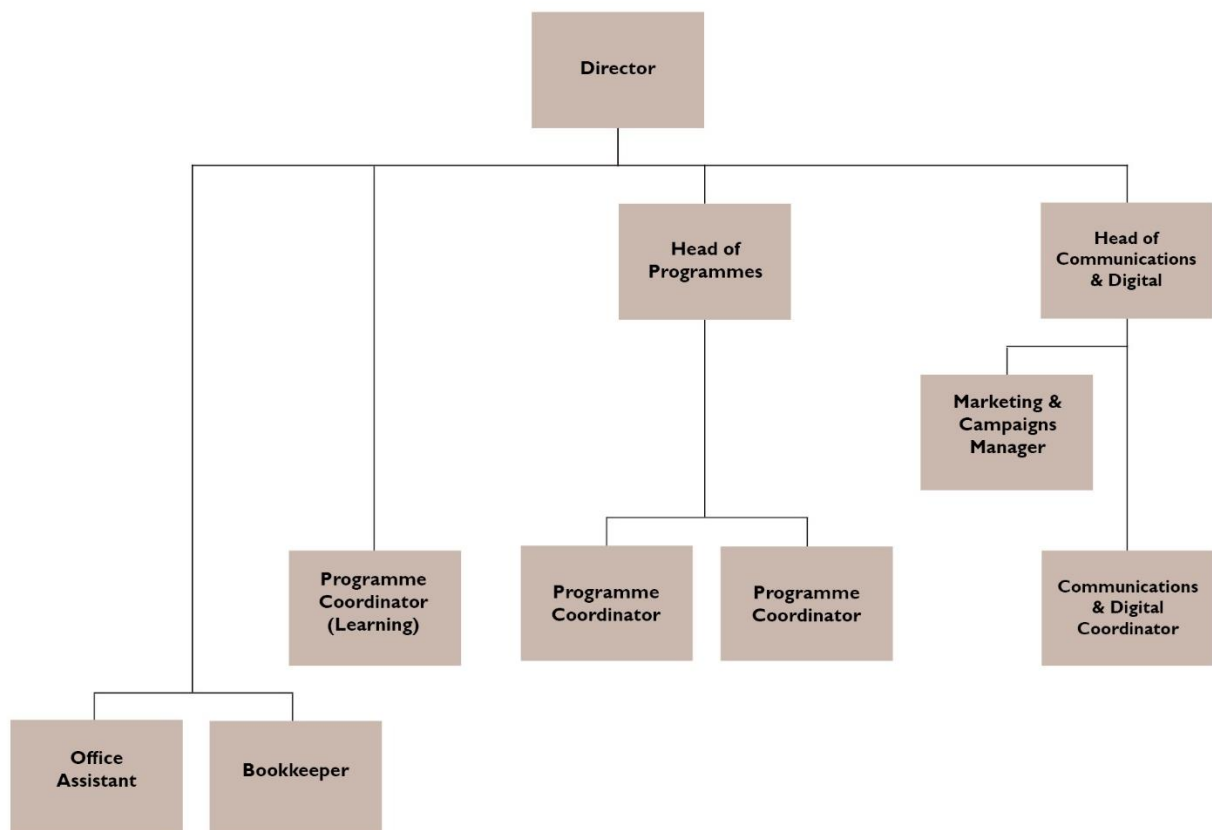
Essential skills:

- Demonstrable industry experience of marketing and audience development, preferably in a heritage, cultural, tourism, charity or luxury context.
- Demonstrable understanding of the changing digital landscape and be able to interpret this to create future-orientated and adaptable social media strategies
- Proven ability of devising and delivering successful multi-channel marketing campaigns to maximise audience impact
- Demonstrable understanding of best contemporary practice in marketing and communications.
- A track record of successful project planning and delivery
- Proven ability of writing engaging and appealing copy for online and offline (including Call-to-action text and social media copy)
- Strong communication skills over the phone, by email and in person
- Enthusiastic with a strong 'can do' attitude and good problem-solving skills
- Good IT skills, particularly Word, Excel and an ability to learn new software
- Strong organisational, literacy and numeracy skills (including analytics and statistics)
- Be able to handle conflicting deadlines and use your initiative
- Knowledge of Content Management Systems and email marketing software (particularly Mailchimp)
- Knowledge of photo-editing / graphic design / film software (Adobe Photoshop, InDesign, Canva etc.)
- Good understanding of analytics and statistics
- Flexible and willing to support all aspects of Craft Scotland's work
- Ability to work equally well independently and as part of a small team
- Ability to collate, interpret and present data in a clear and concise way

Desirable skills:

- Knowledge of the craft, design, visual art, fashion and/or interiors sectors

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)

Applicants should apply through the [Craft Scotland online application form](#).

We also ask you to 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 is useful for our own records.

Interviews

Interviews will take place in mid-July in-person/Zoom (format and date to be confirmed).

This information is also available as a simplified word document.

Craft

SCOTLAND

About

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.

Scotland has a proud history of making and its skilled makers have a well-deserved international reputation.

Makers are using traditional and cutting-edge techniques across a wide range of practices including; ceramics, glass, metalwork, textiles, basketry, furniture and jewellery.

Their creativity supports Scotland's economy and its international reputation for innovation and entrepreneurship.

We are a registered charity supported by Creative Scotland.

Contact

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