



Marketing Co-ordinator Role

Application Pack & Guidance

*Prepared by Craft Scotland
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Marketing Co-ordinator Role

Key information

Craft Scotland is seeking a Marketing Co-ordinator to join our Communications and Digital team. Working closely with the Marketing and Communications Manager this new role will provide support across Craft Scotland's programme to promote Scotland's contemporary craft sector to national and international audiences.

Job Title: Marketing Co-ordinator

Salary: £27,810 gross per annum (£22,248 pro rata)

Contributory Pension: Craft Scotland contribution 7%; employee contribution 1%.

Contract and Hours: Permanent, Part-Time (28 hours per week).

A minimum of two days per week are to be worked at Craft Scotland's office.

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

Reporting to: Director

Holidays: 39 days including public holidays.

Craft Scotland's office closes for three weeks for the Christmas and New Year break (15 days) and for the Easter break (2 days). These are mandated holidays for the team.

Probationary Period: The post is subject to a three-month probationary period.

Key Dates

Opening date: Thursday 10 July 2025

Closing date: 5pm, Friday 22 August 2025

Interview date: 10 / 11 September (date tbc)

About Craft Scotland

Established in 2008, Craft Scotland is the national development agency for contemporary craft.

We support the whole craft sector, operating across the whole of Scotland and representing all craft disciplines.

Our stakeholders are the professionals working in craft (makers, curators, educators, craft initiatives, organisations, craft businesses) alongside public audiences, media, local and national government and agencies.

Our core work includes presenting craft through exhibitions and showcases. As well as events, we have developed successful online platforms such as the Craft Directory, through which we promote and profile Scottish makers to connect audiences directly with the sector, and Craft Week Scotland, a national online campaign to promote craft businesses and develop local audiences.

Our Learning and Engagement programme creates opportunities for professional development, networking and audience development through our own programme and in collaboration with partners across Scotland.

We lead on sector advocacy, emphasising craft's value and highlighting its connections to national strategies in areas such as education, health, enterprise, tourism and exporting. We have a role to play in developing the market for craft and ensuring makers can develop sustainable, resilient careers.

We commission and carry out research which provides insights and information for our sector and stakeholders and informs public discussions around craft.

We have a committed Board who support the team and provide strategic and financial oversight. We work with a voluntary Advisory Group of makers and craft professionals who provide team and Board with guidance and advice to support development of strategy, and we lead the Craft Development Network, members include curators, academics, makers and employees of craft organisations.

We do not operate a venue. Our office is based at Castle Mills in Fountainbridge, Edinburgh.

Craft Scotland is a Creative Scotland Multi-Year Funded Organisation with funding in place until March 2028.

For further information about our work visit [Craft Scotland](#) and learn more about [our programme](#).

Our Vision

To make Scotland a place where craft plays a vital role in our society and is valued as culturally important and essential to our economy.

Our Mission

We have three intersecting mission pillars:

- (i) Presenting Craft: we showcase the best of Scottish contemporary craft locally, nationally and internationally to support the sector to increase, diversify and develop the audience for craft
- (ii) Learning and Engagement: we support makers, educators and the craft sector to develop successful and resilient craft careers and ensure equitable access by diverse audiences to the wider benefits of craft
- (iii) Leadership and Advocacy: we advocate for contemporary craft in Scotland, promoting the value of the sector to public audiences and stakeholders who can help us to create strong economy and infrastructure for craft

Our Values

1. Creativity: we believe in the creativity, talent and skill of makers and craft professionals living and working in Scotland.
2. Inclusiveness: we actively engage with current social issues and work to ensure our programme is responsive to and fully representative of society.
3. Integrity: our decision-making processes are open, transparent, and fair, and we continuously seek feedback from the community.
4. Commitment: we will drive change to ensure better economic opportunity for makers and wider craft ecology through creating opportunities, partnership working and advocacy.
5. Collaboration: we work respectfully and collaboratively to achieve our shared community goals and expand our collective learning.
6. Legacy: continuing to work towards creating a more diverse and inclusive sector that supports equitable participation for professionals and audiences.

Role

The Marketing Co-ordinator will work closely with the Marketing and Communications Manager to support and deliver Craft Scotland's marketing and communications strategies and support our digital platforms. The Marketing Co-ordinator will play an instrumental part in helping increase engagement with existing and new audiences, supporting management of a strong brand presence for Craft Scotland and contributing to our wider advocacy goals. Working with the wider team, the Co-ordinator will play an important role in the successful delivery of the programme.

A strong commitment to equality, diversity and anti-racism and accessibility must underpin all aspects of the programme.

Key Outputs

Create engaging content for website, newsletters and social media channels. Ensuring each channel is regularly updated with content that resonates with target audiences and reflects the full programme.

Monitor and co-ordinate information across social media channels including community building and ensuring queries are dealt with in timely manner.

Liaise with the Marketing and Communications Manager to ensure the website is regularly updated and is relevant, timely and functional for audiences through collating, creating, uploading and optimising web content. Schedule regular liaison with Craft Scotland's website hosting and development company to ensure the efficient running of the website.

Co-ordinate digital and website related customer service e.g. Craft Directory entries, What's On submissions, online forms and applications.

Research and create content for the monthly Opportunities and Inside Craft Scotland newsletters and work with the Marketing and Communications Manager to create content for articles for the

Craft Journal. Collating and editing content for project case studies/interviews/content and project legacies.

Support the wider team through co-ordinating mail merges and other digital processes.

Efficient maintenance of image library and brand assets of Craft Scotland and stakeholders. Creation of project marketing assets including social media graphics, press packs and line sheets.

Record and track key website stats using Google Analytics, collect social media stats via Buffer and compile newsletter performance data.

Support Press and PR campaigns and maintain press archive and image library.

Proactively support the Equalities, Diversity and Inclusion, digital accessibility and climate action work of the organisation and promote best practice within the sector.

Report on progress at regular intervals and advise the Marketing and Communications Manager of any risks arising in a timely manner.

Support the Marketing and Communications Manager and wider team with 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.

Experience and Skills

Essential

- At least two years' experience of marketing and audience development, preferably in a cultural, tourism, charity, heritage or luxury retail context.
- Demonstrable understanding of the changing digital landscape and be able to interpret this to support future-orientated and adaptable social media strategies.
- Good understanding of analytics and statistics and an ability to collate, interpret and present data in a clear and concise way.
- Proven ability of writing engaging and appealing copy for online and offline (including call-to-action text and social media copy).
- Understanding of current good practice in marketing, communications and GDPR.
- A track record of supporting successful project planning and delivery.
- Strong communication skills by email and in person.
- Good IT skills, particularly Word, Excel and an ability to learn new software.
- Be able to handle conflicting deadlines and use your initiative.
- Knowledge of content management systems, social media management tools and email marketing software (particularly Mailchimp).
- Working knowledge of graphic design tools (Adobe Photoshop, InDesign, Canva etc.)

Desirable

- Knowledge of the craft, design, and/or visual art sectors.
- Knowledge of photo-editing / film software.

Person Specification

The Marketing Co-ordinator should demonstrate awareness of and sensitivity towards the varied and changing needs of those involved in our programme.

Be enthusiastic in representing Scottish contemporary craft to different audiences.

Be committed to developing positive and professional communications internally and outside of the organisation.

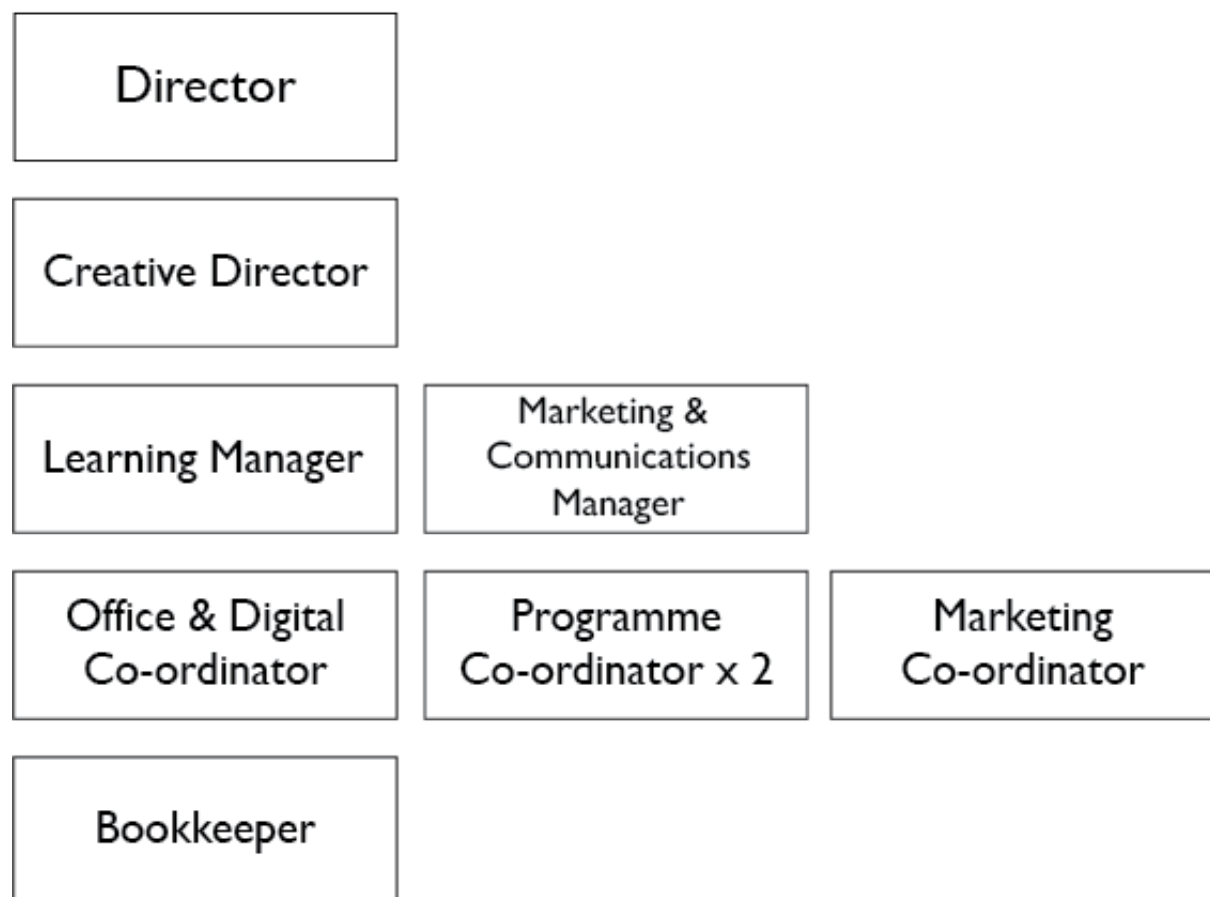
Have good time management skills.

Proven ability to work independently and as part of a team.

Willingness to travel nationally and to attend out of hours events (Craft Scotland and sector events).

Be open to collaboration and partnership working, with partners large or small.

Organisation Structure



Organisational Support:

Craft Scotland cares about building a great workplace for our team. We are committed to Fair Work which is reflected in our policies and procedures. We cultivate a collaborative working environment in order to support development and delivery of a high-quality programme for our stakeholders.

We support our team's training and professional development to ensure we can provide excellent support to our sector and to allow team members to progress and develop within their career. With guidance from your Line Manager, you will create an annual Personal Development Plan identifying areas for development including in-house learning opportunities, studio visits, coaching, training and reading. Additionally, you can take 4 Research Days across the year to focus on an area of interest and then share this learning with the team.

We support team members' wellbeing, offering 39 days holiday each year and wherever possible, accommodate team members' needs across the working week e.g. for childcare or other caring responsibilities flexible hours can be negotiated. We offer wellbeing vouchers to the value of £50 each year.

Hybrid or home working is supported for a proportion of the working week. We do not pay overtime, but Time Off in Lieu (TOIL) can be claimed.

The Board keeps in touch with the team, meeting over the year for training, strategic planning and informal networking.

We offer a contributory pension scheme (Employer 7%, employee 1%).

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 and to building a diverse and inclusive workplace where everyone feels valued, respected, and is empowered to thrive. We welcome applications from candidates from all backgrounds and believe that a wide range of perspectives leads to better ideas, stronger teams and creates positive environments for learning and development across all our work.

We are dedicated to making our recruitment process as inclusive and accessible as possible.

We particularly welcome applications from those who are under-represented in the craft sector; including those who may be:

- Black, Asian, Mixed Heritage and/or a Person of Colour
- Have experience of displacement, such as refugees and asylum seekers
- Come from a disadvantaged socio-economic background
- Identify as d/Deaf or living with a disability
- Identify as neurodivergent

- Identify as LGBTQIA+
- Have grown up in the care system
- Are currently a carer. *A carer is defined as a person who provides unpaid care and support to a family member, friend or neighbour who is disabled, has an illness or long-term condition, or who needs extra help as they grow older*
- Are Gaelic or Scots speakers, or do not speak English as a primary language
- Live in geographic locations which may inhibit opportunities for engagement.

Craft Scotland is an Equal Opportunities Employer and our offices at Castle Mills are accessible.

Craft Scotland [Equalities, Diversity & Inclusion policy](#) outlines our commitments in more detail.

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

The application form is available in simplified and large print word format.

We are happy to help if you have any questions, or if you require any assistance to complete your application or to attend an interview. You can get in touch directly with Irene Kernan, Director at irene@craftscotland.org to talk through any support you need. Please get in touch by 13 August to discuss support or help with your application.

How to apply

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

The form includes space to upload the following:

- Cover letter outlining how your skills and experience match the role (max 2 x A4 pages)
- Current CV (max 2 x A4 pages)

We request that you include contact details for two relevant referees (Name, Organisation, Job Title, Email and Contact Phone Number) and briefly describe in what capacity they know you.

We also ask you to complete our [Equal Opportunities Monitoring Survey](#). This survey is voluntary and can be completed anonymously. It does not form part of your application and will not be used in any part of the selection process, but it is useful for our reporting to funders and understanding our audience.

Interviews

Interviews will take place 10 / 11 September 2025 in person at Craft Scotland's office (date to be confirmed).

The interview panel will include Craft Scotland's Director, Marketing and Communications Manager and a Board member.

Craft Scotland will reimburse reasonable travel/care costs for in-person interviews.

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

About

Supporting Makers, Promoting Craft

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.

Contact

Craft Scotland, Studio 6, Castle Mills

2 Gilmore Park, Edinburgh EH3 9FN

www.craftscotland.org

hello@craftscotland.org

+44 (0)131 357 3288



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